Business Education

Program of Studies
2016-2017

Learning that works for Kentucky
CTE™

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BUSINESS EDUCATION
MIDDLE SCHOOL

Course Title	Post-Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level			Recommended Credit
			6	7	8	
Business and Marketing Career Exploration		060195 080710			x	8th grade
Business and Marketing Concepts and Applications		060161 080711		x		7th grade
Computer and Technology Concepts		060160	x			6th grade
Keyboarding Applications		060113		x	x	7th-8th grade
Touch Keyboarding 4th-6th		060114	x			6th grade

BUSINESS EDUCATION
HIGH SCHOOL
CAREER PATHWAY CREDIT

Course Title	Post-Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Accounting and Finance Foundations		060122	x	x	x	x	1
Advanced Accounting (Accounting Bridge Pilot)		070125			x	x	1
Advanced Computer Applications	CIT 130 or OST 240	070743			x	x	1
Advanced Finance and Credit		060399 080411			x	x	1
Advanced Multimedia Publishing		060761			x	x	1
Advertising & Promotion		081511		x	x	x	1
Business Communications	OST 235	060155		x	x	x	1
Business Economics*		060511 (CTE Credit) 060596 (Economics) 080317 (CTE Credit) 080318 (Economics)	x	x	x	x	1
Business Education Co-Op		060107				x	1-3
Business Education Internship		060108				x	1
Business Law	BAS 267	060121		x	x	x	1
Business Management	BMO 170 & BMO 270	060411 080311			x	x	1
Business Principles and Applications	BAS 160	060111	x	x			1
Computer, Networks and Databases (SREB-Informatics course-training required)		111001	x	x	x	x	1
Databases in the Cloud (SREB-Informatics course-training required)		111003	x	x	x	x	1
Data Modeling/SQL		070331		x	x	x	1
Design for the Digital World (SREB-Informatics course-training required)		111002	x	x	x	x	1
Developing a Cloud Presence (SREB-Informatics course-training required)		111004	x	x	x	x	1

Course Title	Post-Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Digital Literacy	CIT 105 or OST 105 & OST 100	060112 110110	x	x	x	x	1
Entrepreneurship	BAS 170	060185 080310			x	x	1
Financial Accounting		070122			x	x	1
Financial Literacy**	BAS 120	060170 (CTE Credit) 060171 (Math Credit) 080718 (CTE Credit) 080719 (Math Credit)	x	x	x	x	½ - 1
Financial Services I	BMO 020	060311 080410		x	x	x	1
Financial Services II	BMO 040	060351 080451			x	x	1
International Business		060188			x	x	1
Legal Office		070881			x	x	1
Mathematics for Business and Industry**	OST 213	060172 (CTE Credit) 060190 (Math Credit) 080772 (CTE Credit) 080780 (Math Credit)	x	x	x	x	1
Medical Office	MIT 217 & MIT 227	070971			x	x	1
Microsoft Office (MOS)	CIT 130 or OST 240	070750			x	x	1
Multimedia Publishing		060751		x	x	x	1
Principles of Marketing	MKT 200	080716	x	x	x	x	1
Principles of Teaching		331020	x	x	x	x	1
Promotional Applications & Media		081512			x	x	1
Web Data Management		070399			x	x	1
Web Page Design	CIT 155	060199		x	x	x	1
Word Processing	OST 110	060142	x	x	x	x	1

*Business Economics is an interdisciplinary course which meets the graduation requirement for Economics.
**Math for Business and Industry AND Financial Literacy are interdisciplinary courses which meets the graduation requirement for the fourth math credit.

COMPLEMENTARY OR ADVANCED COURSEWORK BEYOND BUSINESS CAREER PATHWAY(s)

Introductory courses or upon completion of a pathway, additional coursework to enhance student learning is encouraged. Credits earned in Introductory, Advanced or Complementary Coursework "Beyond the Pathway" *may NOT be substituted for pathway courses in order to achieve Preparatory or Completer status*.

- Business & Marketing Career Exploration 060195 (Business) / 080710 (Marketing)
- Business Technology 060198
- Career Options
- JAG Courses
- Leadership Dynamics 060196 (Business)/080799 (Marketing)

Overview of Business Education

Purpose

The vision of Kentucky Business Education is to promote business professional development, enhance leadership, provide relevant curriculum, and to be vital to the education of all students. Kentucky Business Education will:

- operate as the center for industry standard desktop and communications technology in schools.
- provide a critical link in school to employment or postsecondary education.
- develop stronger relationships with the business community in terms of mutual advocacy, cooperative field experiences, employment placement, and support for FBLA and/or DECA experiences.
- represent a necessary component in the education of all students.
- require and promote critical thinking and problem solving.
- offer a flexible curriculum based on standards that adapts to change.
- integrate academic skills into the business education curriculum in order to insure that students develop excellent written & verbal communications skills, computational skills, and scientific problem-solving skills.

Career Pathways:

- *Accounting*
- *Administrative Support*
- *Business Management*
- *Business/Marketing Education*
- *Business Multimedia*
- *Business Technology*
- *Data Base Management*
- *Finance*
- *Informatics*
- *Information Processing*
- *Legal Office*
- *Medical Business Office*
- *Web Design for Business/E-Commerce*

Standard Based Curriculum

The curriculum is composed of standards based competencies. Therefore, the teaching/learning focus is on the final results rather than the process. Business Education Teachers are lecturing less and facilitating more, and as a result, students are taking charge of their own learning by using technology to research topics, collect data and present information orally and in written form. More Business Education Programs are incorporating school-based enterprises in order for students to apply business and marketing concepts learned in the classroom.

Kentucky Occupational Skill Standards (KOSSA)

The Kentucky Occupational Skill Standards are the performance specifications that identify the knowledge, skills, and abilities an individual needs to succeed in the workplace. Identifying the necessary skills is critical to preparing students for entry into employment or postsecondary education. Because of the importance of skill standards, the Office of Career and Technical Education in conjunction with employers from the Kentucky Bankers Association, International Association of Administrative Professionals (IAAP), The Kentucky Society of Certified Public Accountants, and various business managers (e.g., YUM Brands, United Parcel Service, Kentucky Retail Federation, and Kroger) worked to develop a system to certify that students

have attained the necessary skills for employment or postsecondary education. Standards were developed in the areas of Financial Services, Administrative Support, Accounting and Business Management. These standards described the necessary **occupational, academic,** and **employability** skills needed to enter the workforce or post- secondary education in specific career areas. There is an ongoing effort to continue to refine these standards by which exemplary Business Education Programs are evaluated and certified. The strength of these business partnerships insures that curriculum meets industry specifications.

Link to KOSSA Skill Standards documents via:
http://education.ky.gov/CTE/kossa/Pages/KOSSAStandardsDocs.aspx

Valid KOSSA and Industry Certification for Career Readiness
The Valid List of KOSSA and Industry Certifications for Career Readiness can be viewed via the following link: http://education.ky.gov/CTE/kossa/Pages/ValidKOSSAList.aspx. The valid list is reviewed annually through the established process and publishes by June 1 for the corresponding academic year.

Interdisciplinary Courses
The Kentucky graduation requirements allow for interdisciplinary or applied courses to substitute for specific academic courses required for graduation. In the business curriculum **Business Economics** meets the graduation requirement for social studies and **Mathematics for Business and Industry** and **Financial Literacy** meets the requirement for the 4th math credit.

School Based Enterprises
In many Kentucky high school business programs a school based enterprise is an integral part of the curriculum. Running an actual business allows students to learn contextually without leaving school. Textbook concepts become real as students operate a business.

Work Based Learning
Cooperative experience, internships, shadowing and mentoring opportunities provide depth and breadth of learning in the instructional program and allow students to apply the concepts learned in the classroom. The Work Based Learning Manual is available on the KDE webpage:
http://education.ky.gov/CTE/cter/Pages/WBL.aspx

Student Organization
Participation in FBLA, Future Business Leaders of America, provides a vehicle for students to employ higher order thinking skills, to interact with high-level business people and to further enhance their leadership skill through their participation in regional, state and national competitive events and local activities.

Middle School Business Education Programs
The rising support of middle school/Jr. high career exploration and technology programs has proven instrumental in advancing the high school business education curriculum. Districts who support foundational technology related skills (examples: touch keyboarding, word processing, file management, etc.) at the middle school level, may also find value in selecting the option of Business Principles and Procedures in lieu of Computer and Technology Applications as the foundational course. This recommendation is made for Business Education Programs who have an established middle school program that promotes student mastery of the curriculum competencies outlined in the middle school courses.

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

ACCOUNTING
CIP 52.0301.00

PATHWAY DESCRIPTION: A program that prepares individuals to practice the profession of accounting and to perform related business functions. Includes instruction in accounting principles and theory, financial accounting, managerial accounting, cost accounting, budget control, tax accounting, legal aspects of accounting, auditing, reporting procedures, statement analysis, planning and consulting, business information systems, accounting research methods, professional standards and ethics, and applications to specific for-profit, public, and non-profit organizations.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES

Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification)
 	
 *Complete (**2-3**) **TWO-THREE CREDITS** from the following:*
 	
 • 060112 Digital Literacy <u>OR</u>
  110110 Computer Literacy (IT) <u>OR</u>
  060111 Business Principles and Applications
 • 060122 Accounting & Finance Foundations
 • 070122 Financial Accounting
 • 070125 Advanced Accounting (Requires Special Teacher Training)
 	
 *Choose (**1-2**) **ONE-TWO CREDITS** from the following:*
 	
 • 060170 Financial Literacy (Interdisciplinary)*
 • 060411 Business Management (Interdisciplinary)*
 • 070743 Advanced Computer Applications <u>OR</u>
  070750 Microsoft Office (MOS)
 • 060108 Business Education Internship <u>OR</u>
  060107 Business Education Co-op
	Accountant
	
	 Forensic Accountant
	
	 Planner
	
	 Tax Preparer
	
	 Auditor
	
	 Auditing Clerk
	
	 Budget Analyst
	
	 Tax Examiner

* Alternate course codes available on <u>pages 2-3</u>

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

ADMINISTRATIVE SUPPORT
CIP 52.0401.00

PATHWAY DESCRIPTION: A program that generally prepares individuals to perform the duties of administrative assistants and/or secretaries and stenographers. Includes instruction in business communications, principles of business law, word processing and data entry, office machines operation and maintenance, office procedures, public relations, secretarial accounting, filing systems and records management, and report preparation.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES

Foundational Skills Necessary for Career-Ready Measure:
 (KOSSA/Industry Certification)
 	
     Complete (2-4) TWO-FOUR CREDITS from the following:
 	
 - 060112 Digital Literacy <u>OR</u> 110110 Computer Literacy (IT) <u>OR</u> 060111 Business Principles and Applications
 	
 - 060122 Accounting & Finance Foundations <u>OR</u> 060170 Financial Literacy (Interdisciplinary)*
 	
 - 070743 Advanced Computer Applications
 - 070750 Microsoft Office (MOS)
 	
     Choose (1-2) ONE-TWO CREDITS from the following:
 	
 - 060155 Business Communications
 - 060142 Word Processing
 - 060121 Business Law
 - 060511 Business Economics (Interdisciplinary)*
 - 060108 Business Education Internship <u>OR</u> 060107 Business Education Co-op
	Administrative Assistant
	
	 Human Resources Specialist
	
	 Bookkeeper
	
	 Court Reporter
	
	 Billing & Accounts Collector

   * Alternate course codes available on <u>pages 2-3</u>

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

BUSINESS MANAGEMENT
CIP 52.0201.01

PATHWAY DESCRIPTION: A program that generally prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete (2) TWO CREDITS from the following:* • 060111 Business Principles and Applications <u>OR</u> 080716 Principles of Marketing • 060411 Business Management (Interdisciplinary)* *Choose (2) TWO CREDITS from the following:* • 060112 Digital Literacy <u>OR</u> 110110 Computer Literacy (IT) • 060511 Business Economics (Interdisciplinary)* • 060122 Accounting & Finance Foundations • 060170 Financial Literacy (Interdisciplinary)* • 060172 Mathematics for Business & Industry (Interdisciplinary)* • 060185 Entrepreneurship* • 060121 Business Law • 060188 International Business • 060108 Business Education Internship <u>OR</u> 060107 Business Education Co-op	Entry Level Manager Money Manager Account Manager Real Estate Agent Venture Capitalist Insurance Agent Association Manager Quality Controller

* Alternate course codes available on

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

BUSINESS & MARKETING EDUCATION
CIP 13.1310.00

PATHWAY DESCRIPTION: A program that prepares individuals to teach vocational sales and marketing operations/marketing and distributive education programs at various educational levels.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES

Foundational Skills Necessary for Career-Ready Measure: *(KOSSA/Industry Certification)*
 	
    Complete (2-3) TWO – THREE CREDITS:
 	
 • 060112 Digital Literacy <u>OR</u>
   110110 Computer Literacy (IT)
 • 060111 Business Principles and Applications <u>OR</u>
   080716 Principles of Marketing
 • 331020 Principles of Teaching
 	
    Choose (1-2) ONE – TWO CREDITS from the following:
 	
 • 070743 Advanced Computer Applications <u>OR</u>
   070750 Microsoft Office (MOS)
 • 060411 Business Management*
 • 060122 Accounting & Finance Foundations
 • 060170 Financial Literacy (Interdisciplinary)*
 • 080717 Advanced Marketing
 • 080310 Entrepreneurship*
 • 060108 Business Education Internship <u>OR</u>
   060107 Business Education Co-op
	Business & Marketing Education Teacher
	
	 Corporate Trainer

* Alternate course codes available on <u>pages 2-3</u>

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

BUSINESS MULTIMEDIA
CIP 52.0501.00

PATHWAY DESCRIPTION: A program that prepares individuals to function in an organization as a composer, editor and proofreader of business or business-related communications.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES

Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification)
 	
Complete (2-4) TWO-FOUR CREDITS from the following:
 	
• 060112 Digital Literacy OR
  110110 Computer Literacy (IT)
• 060751 Multimedia Publishing
• 060199 Web Page Design
• 060761 Advanced Multimedia Publishing
 	
Choose (1-2) ONE-TWO CREDITS from the following:
 	
• 060155 Business Communications
• 081512 Promotional Applications & Media (Marketing)
• 070743 Advanced Computer Applications OR
  070750 Microsoft Office (MOS)
• 060142 Word Processing
• 060108 Business Education Internship OR
  060107 Business Education Co-op
	Public Relations Specialist
	
	Desktop Publisher
	
	Proofreader
	
	Web Designer
	
	Multimedia Artist

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

BUSINESS TECHNOLOGY
CIP 52.0408.00

PATHWAY DESCRIPTION: A program that prepares individuals to provide basic administrative support under the supervision of office managers, administrative assistants, secretaries, and other office personnel. Includes instruction in typing, keyboarding, filing, general business correspondence, office equipment operation, and communications skills.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES

Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification)
 	
Complete (3) THREE CREDITS from the following:
 	
• 060112 Digital Literacy <u>OR</u>
  110110 Computer Literacy (IT) <u>OR</u>
  060111 Business Principles and Applications
 	
• 060751 Multimedia Publishing <u>OR</u>
  060199 Web Page Design
 	
• 060411 Business Management* <u>OR</u>
  060511 Business Economics (Interdisciplinary)*
 	
Choose (1) ONE CREDIT from the following:
• 060170 Financial Literacy (Interdisciplinary)*
• 060172 Mathematics for Business & Industry (Interdisciplinary)*
• 070743 Advanced Computer Applications <u>OR</u>
  070750 Microsoft Office (MOS)
• 060122 Accounting & Finance Foundations
• 060142 Word Processing
• 060108 Business Education Internship <u>OR</u>
  060107 Business Education Co-op
	Data Entry Clerk
	
	Telephone Operator
	
	Receptionist/Information Clerk
	
	Courier/Messenger

* Alternate course codes available on <u>pages 2-3</u>

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

DATABASE MANAGEMENT
CIP 52.1299.00

PATHWAY DESCRIPTION: A program that prepares individuals for development and management of database systems.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete* **(4)** *FOUR CREDITS from the following:* • 060112 Digital Literacy <u>OR</u> 110110 Computer Literacy (IT) • 070743 Advanced Computer Applications <u>OR</u> 070750 Microsoft Office (MOS) • 070331 Data Modeling/SQL • 070399 Web Data Management	Database Developer

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

FINANCE
CIP 52.0803.01

PATHWAY DESCRIPTION: A program that prepares individuals to perform a wide variety of customer services in banks, insurance agencies, savings and loan companies, and related enterprises. Includes instruction in communications and public relations skills, business equipment operation, and technical skills applicable to the methods and operations of specific financial or insurance services.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete (2-3) TWO-THREE CREDITS from the following:* - 060112 Digital Literacy OR 110110 Computer Literacy (IT) OR 060111 Business Principles and Applications - 060122 Accounting & Finance Foundations - 060311 Financial Services I* *Choose (1-2) ONE-TWO CREDITS from the following:* - 060351 Financial Services II* - 070122 Financial Accounting - 070125 Advanced Accounting (Requires Special Teacher Training) - 060399 Advanced Finance & Credit* - 070743 Advanced Computer Applications OR 070750 Microsoft Office (MOS) - 060170 Financial Literacy (Interdisciplinary)* - 060108 Business Education Internship OR 060107 Business Education Co-op	Bank Teller Bank Manager Loan Officer Investment Banker Actuary (evaluates insurance risk/claims) Investment Advisor Personal Financial Planner Research Analyst (Financial)

* Alternate course codes available on

INFORMATION TECHNOLOGY CAREER PATHWAYS
2016-2017

INFORMATICS PATHWAY
CIP 11.0802.00

PATHWAY DESCRIPTION: Students will apply software systems such as Excel, Access and other industry software to acquire, collect, store and communicate data in meaningful ways to clients. Students will manage projects, work in teams, think critically, solve problems and propose solutions to design problems. Further, they will learn to apply literacy, mathematics and science concepts and use technology to effectively solve real-world challenging problems. Through project-based learning, students will explore the future of informatics and learn those habits of behavior and mind unique to professionals in the field. Informatics leverages technology, data and communication by instilling in a new generation the knowledge, imagination and flexibility to tackle complex issues successfully in a data-rich digital world. It is the process of designing systems that take raw data and convert it into new knowledge that can be applied to any field while considering the impact on individuals, organizations and society. **THIS IS A PATHWAY SPECIFIC TO THE SOUTHERN REGION EDUCATION BOARD (SREB). EACH COURSE REQUIRES TEACHER SUMMER TRAINING BEFORE IMPLEMENTATION.**

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete (**4**) FOUR CREDITS in the following:* • 111001 Computer, Networks and Databases **(SREB)** • 111002 Design for the Digital World **(SREB)** • 111003 Databases in the Cloud **(SREB)** • 111004 Developing a Cloud Presence **(SREB)** • 110918 Information Technology Co-op <u>OR</u> 110919 Information Technology Internship Note: (SREB) courses require an agreement between the Southern Region Education Board and the District. Please see the link to SREB for further information.	Bioinformaticist Data Mapper Chemical Informaticist Database Designer Digital Artist Human-Computer Interface Designer Information Architect Usability Analyst Interaction Designer System Integrator Web Designer Software Engineer Project Manager Informatics Support

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

INFORMATION PROCESSING
CIP 52.0407.00

PATHWAY DESCRIPTION: A program that prepares individuals to support business information operations by using computer equipment to enter, process, and retrieve data for a wide variety of administrative purposes. Includes instruction in using basic business software and hardware, business computer networking, principles of desktop publishing, preparing mass mailings, compiling and editing spreadsheets, list maintenance, preparing tables and graphs, receipt control, and preparing business performance reports.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES

Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification)
 	
Complete (1) ONE CREDIT:
 	
• 060112 Digital Literacy OR
  110110 Computer Literacy (IT) OR
  060111 Business Principles and Applications
 	
Complete (1) ONE CREDIT:
 	
• 070743 Advanced Computer Applications OR
  070750 Microsoft Office (MOS)
 	
Complete (1) ONE CREDIT:
 	
• 060751 Multimedia Publishing OR
  060142 Word Processing OR
  081512 Promotional Applications & Media (Marketing) OR
  060155 Business Communications
 	
Complete (1) ONE CREDIT:
 	
• 060122 Accounting & Finance Foundations OR
  060170 Financial Literacy (Interdisciplinary)* OR
  060172 Mathematics for Business & Industry (Interdisciplinary)* OR
  060108 Business Education Internship OR
  060107 Business Education Co-op
	Receptionist/Information Clerk
	
	Data Entry Clerk
	
	Bill and Account Collector
	
	Insurance Claims Adjuster
	
	Administrative Assistant

* Alternate course codes available on pages 2-3

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

LEGAL OFFICE
CIP 22.0301.00

PATHWAY DESCRIPTION: A program that prepares individuals to serve as legal office managers, special assistants, and legal secretaries. Includes instruction in office management, secretarial science, principles of U.S. or Canadian law, legal terminology and documentation, legal research, legal software applications, law office procedures, record-keeping, billing, applicable policies and regulations, and professional standards and ethics.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES

Foundational Skills Necessary for Career-Ready Measure: *(KOSSA/Industry Certification)*
 	
    Complete (3) THREE CREDITS from the following:
 	
 • 070743 Advanced Computer Applications <u>OR</u> 070750 Microsoft Office (MOS)
 	
 • 070881 Legal Office
 	
 • 060121 Business Law
 	
    Complete (1) ONE CREDIT from the following:
 	
 • 060111 Business Principles and Applications <u>OR</u> 060112 Digital Literacy <u>OR</u> 110110 Computer Literacy (IT)
 	
 • 060108 Business Education Internship <u>OR</u> 060107 Business Education Co-op
	Legal Secretary
	
	 Court Clerk/Reporter
	
	 Legal Assistant

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

MEDICAL BUSINESS OFFICE
CIP 51.0716.00

PATHWAY DESCRIPTION: A program that prepares individuals to perform the duties of special assistants and personal secretaries for practicing physicians and nurses, health care facilities and services administrators, and other health care professionals. Includes instruction in business and medical communications, medical terminology, principles of health care operations, public relations and interpersonal communications, software applications, record-keeping and filing systems, scheduling and meeting planning, applicable policy and regulations, and professional standards and ethics.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: *(KOSSA/Industry Certification)* *Complete (2-3) TWO-THREE CREDITS:* • 060112 Digital Literacy <u>OR</u> 110110 Computer Literacy (IT) <u>OR</u> 060111 Business Principles and Applications • 070743 Advanced Computer Applications <u>OR</u> 070750 Microsoft Office (MOS) • 070971 Medical Office *Choose (1-2) ONE–TWO CREDITS:* • 060122 Accounting & Finance Foundations <u>OR</u> 060170 Financial Literacy (Interdisciplinary)* <u>OR</u> 060172 Mathematics for Business & Industry (Interdisciplinary)* <u>OR</u> 070125 Advanced Accounting (Requires Special Teacher Training) • 170131 Medical Terminology (Health Science teacher certification) (.5-1 credit) • 170141 Emergency Procedures for Healthcare Professionals (Health Science teacher certification) (.5 credit) • 060411 Business Management 080311 Marketing • 060108 Business Education Internship <u>OR</u> 060107 Business Education Co-op	Health Records Professional Medical Secretary Health Care Administrator

* Alternate course codes available on <u>pages 2-3</u>

BUSINESS EDUCATION CAREER PATHWAYS
2016-2017

WEB DESIGN FOR BUSINESS
CIP 52.0208.01

PATHWAY DESCRIPTION: A program that prepares individuals to plan, manage, supervise, and market electronic business operations, products, and services provided online via the Internet. Includes instruction in business administration, information technology, information resources management, web design, computer and Internet law and policy, computer privacy and security, e-trading, insurance, electronic marketing, investment capital planning, enterprise operations, personnel supervision, contracting, and product and service networking.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete (3-4) THREE-FOUR CREDITS:* 060112 Digital Literacy OR 110110 Computer Literacy (IT) 060751 Multimedia Publishing 060761 Advanced Multimedia Publishing 060199 Web Page Design *Choose (1) ONE CREDIT from the following:* 080716 Principles of Marketing 081511 Advertising & Promotion 081512 Promotional Applications & Media 060108 Business Education Internship OR 060107 Business Education Co-op	E-Business Consultant Website Designer Social Media Consultant Telemarketer

KENTUCKY CAREER PATHWAY/PROGRAM OF STUDY

COLLEGE/UNIVERS	KCTCS
	University
HIGH SCHOOL (S):	High School
	ATC or CTC

CLUSTER:	Business, Management & Administration
PATHWAY:	Administrative Support CIP 52.0401.00
PROGRAM:	Business Education

	GRADE	ENGLISH (4 credits)	MATH (4 credits)	SCIENCE (3 credits)	SOCIAL STUDIES (3 credits)	OTHER REQUIRED COURSES *Other Electives Recommended (24 overall credits including 8 electives required for graduation beginning with Class of 2013)	Career & Technical Courses and/or Degree Major Courses for Business Administration Pathway	CREDENTIAL CERTIFICATE DIPLOMA DEGREE	SAMPLE OCCUPATIONS
SECONDARY	9	English 9	Algebra I-A or Geometry (if Alegebra I taken in 8th)	Int. Science	Integrated Social Studies	All plans of study should meet local and state high school requirements and college entrance requirements. Other required courses: Health (one-half credit), PE (one-half credit) 8 elective crredits with an academic and/or career technical focus aligned to the Individual Learning Plan (ILP).	♦CIT 105, ♦OST 105 Digital Literacy OR Computer Literacy OR Business Principles and Applicaitons		
	10	English 10	Algebra I-B or Algebra II (if Algebra I taken in 8th)	Biology or Science II	World Civilization	*A foreign language is recommended if pursuing a bachelor degree.	♦BAS 120 Accounting & Finance Foundations OR Financial Literacy		
	11	English 11	Geometry or Math Elective (if Algebra taken in 8th)	AP Bio, AP Sci or Chem/Phys	U.S. History	_Career Ready Preparatory – A Student who has completed two career and technical education credits in a preparatory program and is enrolled in the third credit course(s) with the following_ Academic - WorkKeys if not meeting ACT benchmarks for college ready _and_ Administration Support KOSSA _or_ Approved Industry Certification	♦CIS 130, ♦^OST 240 Advanced Computer & Technology Applications; Microsoft Office	Administration Support KOSSA IC3 - Internet and Computing Core Certification (Key Applications, Living-on-line, Computing Fundamentals)	
	12	English 12	Algebra II or Math Elective Plus CCR Math if not meeting ACT College Ready Math Benchmarks (19)		Arts/Humanities (Art, Band, Choir, Visual & Performing Arts)		♦OST 235, ♦OST 110, ♦BAS 267 Business Communications; Word Processing; Business Law; Business Economics (CTE or Math credit); Internship OR Co-op	Microsoft Office Specialist (MOS), 3 of 4 Word Excel PowerPoint Access	Administrative Assistant, Bookkeeper, Court Reporter
					Meet ACT Benchmarks or take ACT or Compass - Apply for admission to KCTCS				
POSTSECONDARY	Year 13 First Semester	ENG 101	Social Science	♦OST 105	Heritage or Humanities or Fine Arts	Math Course MAT 105 or higher	♦OST 110		
	Year 13 Second Semester	ENG 102	ECO 101	BAS 160	ACC 201	Oral Communication	Natural/ Applied Science		
	Year 14 First Semester	♦OST 240	ACC 202	ECO201	OST 210	BAS 282	♦Approved Technical Course		
	Year 14 Second Semester	OST 215	BAS 283	BAS 267	BAS 250	OST 220	♦Approved Technical Course	AAS Degree Business Administration Program - Office Systems Option	Office Systems Manager, Billing & Accounts Collector
			Apply for admission to University						
	Year 15	FIN 324 MGT 304	MGT 324 MGT 3330	MGT 324 MGT 364	MGT 344 MGT 364	MTH 301		Bachelor of Science in Business Administration with a concentration in Management	Human Resource Specialist
	Year 16	MGT 404 MGT 424	MGT 434 MGT 464	MKT 304 CSC 414	PHL 464 CMM 401				

CCTI	**Required Courses**
College and Career Transitions Initiative	**Recommended Elective Courses**
Funded by the U. S. Department of	**Other Elective Courses**
	Career and Technical Education Courses
(V051B020001)	**Credit-Based Transition Programs (e.g. Dual/Concurrent Enrollment, Articulated Courses, 2+2+2)**
Revised Jan. 2005	**(♦=High School to Comm. College) (● = 4-Yr Institution) (■ = Opportunity to test out) (^=Dual Credit)**
October, 2006-CTE/Kentucky	**Mandatory Assessments, Advising, and Additional Preparation**
Note:	Categories of courses (e.g. Required, Recommended Electives, other Electives and career and Technical Education) apply to both secondary and postsecondary levels.

BUSINESS EDUCATION
MIDDLE SCHOOL

Course Title	Post-Secondary Connection	Valid Course Code	Recommended Grade Level			Recommended Credit
			6	**7**	**8**	
Business and Marketing Career Exploration		060195 080710			x	8th grade
Business and Marketing Concepts and Applications		060161 080711		x		7th grade
Computer and Technology Concepts		060160	x			6th grade
Keyboarding Applications		060113		x	x	7th-8th grade
Touch Keyboarding 4th-6th		060114	x			6th grade

Business and Marketing Career Exploration - 8th & 9th Grade
Valid Course Codes:
060195 Business Education or 080710 Marketing Education

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status*)

Course Description: This course provides students with a survey of skills needed for school-to-work transition. Opportunities to explore the business and marketing career cluster and career paths, to heighten self-awareness, and to develop priorities and career decision-making skills are also provided. A variety of instructional resources, self-assessment instruments, and career interest surveys are included in the updating of the Individual Learning Plan (ILP). Interpersonal skill development and orientation to word processing, computer spreadsheet, and database are included. Leadership development will be provided through FBLA and/or DECA. *(This course is cross referenced with Marketing Education.)*

Content/Process

Students will:
1. Reinforce basic skills in human relations and in both written and oral communication including customer relations.
2. Develop a personal portfolio of careers to explore; research and prepare reports about business and marketing careers.
3. Complete self-assessment surveys to link interests, hobbies, skills, and school subjects to occupations.
4. Complete a career interest survey identifying general likes and dislikes, personal skills, and job values.
5. Complete a job application, compose a resume and a letter of application, and prepare for an interview.
6. Define world of work vocabulary; explain concepts relating to the world of work; and explore the importance of business ethics.
7. Develop and/or update Individual Learning Plans.
8. Develop decision-making, problem-solving, and critical thinking skills to become life-long learners and self-directed individuals.
9. Develop and key a budget using spreadsheet and database software, based upon a desired adult lifestyle.
10. Identify and summarize why people need to work to meet basic needs.
11. Describe what academic skills are needed for a career in the business and marketing cluster.
12. Explain & evaluate resources that can be used for researching job and career information.
13. Describe and explain the importance of good work habits/ethics in the workplace.
14. Explain how jobs/careers have been created as a result of scientific and technological advancements.
15. Identify and explain skills used to seek, obtain, maintain, and change jobs/careers.
16. Apply communication skills within the technical content.
17. Demonstrate employability and social skills relative to the career cluster.
18. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skills Standards (KOSSA)
- MBA*Research* National Standards
- Kentucky Academic Standards
- 21st Century Skills
- Individual Learning Plan – Career Cruising

Business and Marketing Concepts and Applications
Valid Course Codes:
080711 Marketing Education or 060161 Business Education

(May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status

Course Description: This course established basic foundations for further study in business and marketing courses and provides essential information for making financial and economic decisions. Students learn about the fundamentals of the American Free Enterprise System and work economics; application of sound money management for personal and family finances; credit management, consumer rights and responsibilities; forms of business ownership; risk and insurance; and the importance of international trade. Leadership development will be provided through FBLA and/or DECA.

Students will:

1. Demonstrate proper keyboarding techniques.
2. Apply formatting to block style letters, reports, charts/tables, spreadsheets, Power Point presentations, invitations and brochures.
3. Demonstrate the importance of communication skills.
4. Analyze and identify employee payroll, federal tax, state tax, and insurance and social security benefits for a company.
5. Explain the importance of demographics and location in working with an enterprise.
6. Demonstrate organization and care of workstation.
7. Identify characteristics of positive work habits and a good work ethic.
8. Demonstrate real-life situations in a business environment and justify decisions made on behalf of a business.
9. Identify the career options in private enterprise as well as the advantages and disadvantages.
10. Demonstrate what it is like to own and operate a small business.
11. Analyze the effects of consumer demand for products and services and determine target markets.
12. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- MBA*Research* National Standards
- 21st Century Skills
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Computer and Technology Concepts – 6th Grade
Valid Course Code: 060160

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status*

Course Description: This course is designed for students who have minimal keyboarding experience. Computer and Technology Concepts will develop the touch system of keying with added emphasis on the development of proper keying techniques, speed and accuracy. The first six weeks will focus on proper techniques utilizing the touch system. The final three weeks will allow the students to develop and demonstrate knowledge of basic word processing skills such as formatting letters in various letter styles, short reports with and with references, and tables. Additional emphasis will be placed on basic communication skills such as proofreading, grammar, word division and the proper application of proofreader's marks to demonstrate the importance of mail able copy. Different telecommunication concepts may be addressed through simulation or application.

Content/Process

Students will:
1. Demonstrate keying techniques.
2. Apply language rules, proofreader's marks, and reference materials.
3. Apply basic formatting procedures and manipulate data in letters, reports, simple tables, spreadsheets, graphs and charts, and databases.
4. Demonstrate electronic communications and telecommunications of the following: voice, data, image, text, and video.
5. Demonstrate how to properly organize and maintain a workstation.
6. Demonstrate how to transfer documents from a handwritten format into an electronic format.
7. Demonstrate correct composition of documents.
8. Demonstrate good work habits and a work ethic that impacts success at school and in the workplace.
9. Apply communication skills within the technical content.
10. Demonstrate employability and social skills relative to the career cluster.
11. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections
- Kentucky Academic Standards
- 21st Century Skills
- MBA*Research* National Standards

Keyboarding Applications – 7th & 8th Grade
Valid Course Code: 060113

(May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status

Course Description: This course is designed for students who have little or no keyboarding experience. Keyboarding Applications will develop the touch system of keying with added emphasis on the development of proper keyboarding techniques, speed, and accuracy. Six to nine weeks will be spent developing the touch system. The student will apply techniques for proofreading, editing, word division, capitalization, and punctuation for production of mail able copies of letters, simple business forms, tabulated information, and manuscripts. After completion of Keyboarding Applications, a student may take either Word Processing or Computer and Technology Applications.

Content/Process

Students will:
1. Demonstrate keyboard techniques.
2. Apply language rules, proofreader's marks, and reference materials.
3. Apply basic formatting procedures and manipulate data in letters, reports, simple tables, spreadsheets, graphics, graphs and charts, and databases.
4. Create or simulate electronic communication and telecommunications of the following: voice, data, image, text, and video.
5. Compose documents.
6. Research and analyze career opportunities in computer-related careers.
7. Complete a career portfolio which includes letter of application, employment application, letter of reference, resume, interviewing techniques, follow-up letter, and letter of resignation.
8. Develop good work habits and a work ethic that impacts success at school and in the workplace.
9. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.
10. Apply communication skills within the technical content.
11. Demonstrate employability and social skills relative to the career cluster.

Connections
- Kentucky Academic Standards
- 21st Century Skills
- Individual Learning Plan – Career Cruising
- MBA*Research* National Standards

Touch Keyboarding for 4-6th Grade
Valid Course Code: 060114

(May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status

Course Description: This is a six-to-nine week course where students will develop skills in operating a keyboard by touch with emphasis on entering the alphabet, numbers, and symbols with proper technique.

Content/Process
Students will: 1. demonstrate proper keyboarding techniques.   2. apply formatting to simple documents (letters, reports, and articles).   3. apply standard rules of spelling, punctuation, grammar, and capitalization.   4. organize and maintain workstation.

Connections
- Age-appropriate software packages   - Kentucky Academic Standards   21st Century Skills   *Kentucky Cyber Keys: A P-8 Guide to Keyboarding*   - Secretary's Commission on Achieving Necessary Skills (SCANS)

BUSINESS EDUCATION
HIGH SCHOOL
CAREER PATHWAY CREDIT

Course Title	Post-Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Accounting and Finance Foundations		060122	x	x	x	x	1
Advanced Accounting (Accounting Bridge Pilot)		070125			x	x	1
Advanced Computer Applications	CIT 130 or OST 240	070743			x	x	1
Advanced Finance and Credit		060399 080411			x	x	1
Advanced Multimedia Publishing		060761			x	x	1
Advertising & Promotion		081511		x	x	x	1
Business Communications	OST 235	060155		x	x	x	1
Business Economics*		060511 (CTE Credit) 060596 (Economics) 080317 (CTE Credit) 080318 (Economics)	x	x	x	x	1
Business Education Co-Op		060107				x	1-3
Business Education Internship		060108				x	1
Business Law	BAS 267	060121		x	x	x	1
Business Management	BMO 170 & BMO 270	060411 080311			x	x	1
Business Principles and Applications	BAS 160	060111	x	x			1
Computer, Networks and Databases (SREB-Informatics course-training required)		111001	x	x	x	x	1
Databases in the Cloud (SREB-Informatics course-training required)		111003	x	x	x	x	1
Data Modeling/SQL		070331		x	x	x	1
Design for the Digital World (SREB-Informatics course-training required)		111002	x	x	x	x	1
Developing a Cloud Presence (SREB-Informatics course-training required)		111004	x	x	x	x	1
Digital Literacy	CIT 105 or OST 105 & OST 100	060112 110110	x	x	x	x	1
Entrepreneurship	BAS 170	060185 080310			x	x	1
Financial Accounting		070122			x	x	1
Financial Literacy**	BAS 120	060170 (CTE Credit) 060171 (Math Credit) 080718 (CTE Credit) 080719 (Math Credit)	x	x	x	x	½ - 1
Financial Services I	BMO 020	060311 080410		x	x	x	1
Financial Services II	BMO 040	060351 080451			x	x	1
International Business		060188			x	x	1
Legal Office		070881			x	x	1
Mathematics for Business and Industry**	OST 213	060172 (CTE Credit) 060190 (Math Credit) 080772 (CTE Credit) 080780 (Math Credit)	x	x	x	x	1

Course Title	Post-Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Medical Office	MIT 217 & MIT 227	070971			x	x	1
Microsoft Office (MOS)	CIT 130 or OST 240	070750			x	x	1
Multimedia Publishing		060751		x	x	x	1
Principles of Marketing	MKT 200	080716	x	x	x	x	1
Principles of Teaching		331020	x	x	x	x	1
Promotional Applications & Media		081512			x	x	1
Web Data Management		070399			x	x	1
Web Page Design	CIT 155	060199		x	x	x	1
Word Processing	OST 110	060142	x	x	x	x	1

*Business Economics is an interdisciplinary course which meets the graduation requirement for Economics.

**Math for Business and Industry AND Financial Literacy are interdisciplinary courses which meets the graduation requirement for the fourth math credit.

Accounting and Finance Foundations
Valid Course Code: 060122

Course Description: This course will provide an introduction to both areas of accounting and finance. Topics will include banking, credit, financial literacy, career exploration, spreadsheet usage, and technical writing. The accounting principles taught in this course are based on a double-entry system and include preparing bank reconciliations, payroll taxes, and financial statements. Detailed career exploration in the various fields of accounting will be available. Technical writing will be provided through IPAC business plan curriculum and exploration of case studies.   Leadership development will be provided through FBLA.

Content/Process

Students will:
1. Demonstrate financial calculations used by the business professional.
2. Research and analyze career opportunities in accounting and develop an employment portfolio (letter of application, resume, etc.).
3. Examine the importance of work/business ethics.
4. Demonstrate employability and social skills relative to the career cluster.
5. Research Internet safety and e-commerce regulations.
6. Assess the characteristics of money and the government's role in the economy.
7. Describe economic institutions such as banks and stock markets.
8. Identify banking procedures and apply correct accounting methods for all financial records.
9. Distinguish differences in business structures such as proprietorships, partnerships, and corporations.
10. Analyze and justify purpose for double-entry accounting.
11. Explain accounting terms and concepts: automated accounting, accounting cycle, accounting framework, and account classifications.
12. Apply math, communication, and accounting skills in preparing and analyzing business transactions and financial statements through ratio analysis, break-even, productivity, cost-benefit analysis, and time value of money.
13. Demonstrate the ability to create and analyze spreadsheets (payroll, budgets, etc.) using Excel.
14. Calculate payroll earnings and payroll taxes including but not limited to FICA, Federal, FUTA, and SUTA.
15. Determine and complete the tax documents beginning with the W-4 through 1040 EZ.
16. Develop an understanding of credit transactions including the laws that govern these functions.
17. Analyze business financial conditions through case studies.
18. Utilize activities of FBLA as an integral component of course content and leadership development.

Connections
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills
- Microsoft Imagine Academy

To receive copies of the curriculum for this course, please contact program consultant.

Advanced Accounting (Accounting Pilot and Bridge Project)
Valid Course Code: 070125

Course Description: College Accounting/Advanced Accounting uses an integrated approach to teach accounting. Students first learn how businesses plan for and evaluate their operating, financing, and investing decisions and how accounting systems gather and provide data to internal and external decisions makers. This year-long course covers all the learning objectives of a traditional college level financial accounting course, plus those from a managerial accounting course. Topics include an introduction to accounting, accounting information systems, time value of money, and accounting for merchandising firms, sales and receivables, fixed assets, debt and equity. Other topics include statement of cash flows, financial ratios, cost-volume profit analysis and variance analysis. Leadership development will be provided through FBLA. (Teachers must go through a 3 day training to teach this course)

Content/Process

Students will:

1. Explain how and why the conceptual framework of accounting and generally accepted accounting principles provide guidance and structure for preparing financial statements.
2. Describe the information provided in each financial statement and how the statements articulate with each other.
3. Identify business ownership structures.
4. Explain the role of management and the auditor in preparing and issuing an annual report.
5. Identify and explain the classifications within assets, liabilities, and equity.
6. Define and calculate the current ratio, debt-equity ratio, return on sales, and return on equity.
7. Identify and explain the three phases of the management cycle and the four business processes.
8. Explain and calculate the operating cycle (accounts receivable turnover and inventory turnover)
9. Explain how internal control procedures are used to safeguard assets.
10. Prepare bank reconciliation.
11. Describe the purpose of journals and ledgers and their relationship.
12. Analyze and describe how business transactions impact the accounting equation.
13. Apply the double-entry system of accounting to record business transactions and prepare a trial balance.
14. Explain the need for adjusting entries and record adjusting entries.
15. Prepare the financial statements for the different types of business operations and ownership structures.
16. Explain the purposes of the closing process and record closing entries.
17. Describe the differences between the periodic and perpetual inventory systems and record transactions.
18. Describe the difference between the gross price method and the net price method and record transactions.
19. Determine cash paid for inventory and operating expenses.
20. Identify and describe the cost flow assumptions for inventory and explain the impact on the balance sheet and income statement.
21. Calculate cost of goods sold and ending inventory using LIFO and FIFO inventory costing methods.
22. Explain how inventory for a manufacturing business differs from inventory for a merchandising business.
23. Explain how an activity-based costing system operates, including the identification of activity cost pools, and the selection of cost drivers and explain the flow of costs through the manufacturing accounts used in product costing.
24. Compute a predetermined overhead rate, and explain its use in job-order costing.
25. Determine whether manufacturing overhead is over/under-applied.
26. Prepare journal entries to record the costs of direct material, direct labor, and manufacturing overhead in a job-order costing system.
27. Prepare a schedule of cost of goods manufactured, a schedule of cost of goods sold, and an income statement for a manufacturer.
28. Complete the steps in the accounting cycle and prepare financial statements.
29. Calculate payroll taxes.
30. Determine the present value and future value cash flows
31. Use net present value concepts to make investment decisions.
32. Explain the purpose and methods of cost allocation.
33. Calculate and record depreciation, depletion and amortization and explain the impact on the financial statements.
34. Record the sale and disposal of fixed assets and the impact on the financial statements.
35. Compare and contrast debt and equity financing.
36. Define and calculate TIE (Times-interest-earned ratio)
37. Compare and contrast a periodic payment note payable, a lump-sum note payable, and a periodic and lump-sum note payable.
38. Calculate the carrying value, interest expense and cash payment for note.
39. Record transactions for notes payable: issuance and interest expense.
40. Record transactions for bonds issued at face value, a premium and a discount.
41. Record interest expense for bonds issued at face value, a premium and a discount using the straight-line method and effective-interest method.
42. Identify and describe the different classes of stock and explain the rights afforded each class of stock and record transactions.
43. Describe the difference between cash dividends, stock dividends and stock splits, and the impact on the financial statements.
44. Utilize activities of FBLA as an integral component of course content and leadership development.
45. Demonstrate employability and social skills relative to the career cluster.
46. Apply math and communication skills within the technical content.

Connections

- Kentucky Occupational Skills Standards Assessment (KOSSA)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills

Requires special teacher training. Please contact Program Consultant for more information.

Advanced Computer Applications
Valid Course Code: 070743

Course Description: This course is designed to provide students an advanced-level experience with practical applications through hands-on instruction. Course content will include understanding of various hardware, software, operating systems, care/operations, administrative applications, and employability skills. The software includes advanced business applications using word processing, presentation, spreadsheets, database management, desktop publishing, and electronic communication. Leadership development will be provided through FBLA. Upon completion of this course, a student will be ready to take the core level tests for MOS Certification and/or the Administrative Support Skill Standard Assessment. **Suggested Prerequisite: Digital Literacy or Computer Literacy**

Content / Process

Students will:

1. identify, describe, and use different types of electronic communications and apply business communications and netiquette skills to create, send, receive, and reply to electronic communication, including e-mail and telephone.
2. Demonstrate employability and social skills relative to the career cluster (includes cell phone, Internet netiquette, introductions, and grammar).
3. Compose and illustrate an oral report using appropriate visual aids (presentation software, etc).
4. Demonstrate advance computer applications to create, edit, save, revise, and print word processing documents, spreadsheets and related charts, database files, reports, and presentations.
5. Show advanced software integration skills to create new documents through the use of word processing, spreadsheets and related charts, database files, reports, and presentations.
6. Demonstrate advanced skills to design, create, edit, save, and print desktop publishing documents which include text, graphics, borders, shadings, watermarks, columns, and nameplates using principles of layout and design.
7. Demonstrate advanced skills to utilize the mail merge feature of a software program.
8. Demonstrate advanced skills to apply financial and database functions to spreadsheets including formulas, data tables, sorting, and queries.
9. Demonstrate advanced skills using a spreadsheet program to create and work with templates, wizards, and multiple spreadsheets and workbooks.
10. Demonstrate advanced skills using a database program to create enhanced reports.
11. Demonstrate advanced skills using presentation software to include diagrams, color and graphic modifications, animation schemes, custom backgrounds, action buttons, hyperlinks, sound, video, and speaker notes.
12. Demonstrate advanced skills using word processing, spreadsheet, database, and presentation software to complete workgroup collaboration to include inserting and reviewing comments.
13. Research and analyze career opportunities, participate in a job interview, and develop an employment portfolio (letter of application, resume, and follow-up letter).
14. Develop FBLA projects using a variety of software applications.
15. Utilize activities of FBLA as an integral component of course content, leadership development, and service learning.
16. Analyze various hardware, software, operating systems, and emerging technologies used by business and industry, such as speech recognition and personal digital assistants.
17. Integrate math, science, reading and business communication skills within the technical content.
18. Demonstrate work-based learning (shadowing, mentoring, and co-op, etc.).
19. Review proofreaders' marks, spell check and thesaurus, reference materials, and grammar check.

Connections

- National Standards for Business Education
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Microsoft Office Specialist (MOS) Certification
- Kentucky Academic Standards
- KCTCS Course: CIT 130 or OST 240
- Kentucky Occupational Skills Standards Assessment (KOSSA)
- Microsoft Imagine Academy

Advanced Finance and Credit
Valid Course Codes:
060399 Business Education or 080411 Marketing Education

Course Description: This course is designed to develop an understanding of financial markets, investing institutions, and the finance and credit industry in our economic system. It includes an introduction to the allocation of financial resources, the effects of the finance and credit institutions on the business community, and the impact that financial decisions have on the consumer market. Areas of study include stock markets, bonds, futures, commodities, interest rates and the economy, interpretation of financial information, insurance and risk management, and job opportunities in the finance and credit area. This course should include real and/or simulated occupational experiences and projects. Leadership development will be provided through FBLA and/or DECA. *(This course is cross referenced with Marketing Education.)*

SUGGESTED PREREQUISITE: Business Principles and Applications OR Business Economics OR Financial Services I.

Content/Process

Students will:
1. Recognize characteristics of good customer service.
2. Develop an understanding of credit transactions including the laws that govern these functions.
3. Apply math and communication skills within the technical content.
4. Explain buying and selling stock, identify the various stock exchanges and indices, and discuss/interpret the conditions that affect stock market fluctuations.
5. Develop an understanding of the profit objective of a financial institution.
6. Investigate and discuss the federal and state deposit insurance guidelines and practices.
7. Distinguish among various types of risk (economic, natural, human, pure, speculative, etc.) and evaluate the handling of business risk.
8. Develop appropriate advertising campaign for financial institution; prepare marketing procedures for paper products and services.
9. Differentiate between terminology for credit and savings transactions.
10. Apply math, communication, and accounting skills in preparing and analyzing financial statements.
11. Research career opportunities in the finance and credit industry.
12. Demonstrate employability and social skills relative to the career cluster.
13. Explain and analyze the sources of revenue for federal, state, and local governments.
14. Identify sources and functions of consumer credit and explain the relationship of consumers with the economy.
15. Analyze various aspects of foreign trade and finance, including foreign exchange and balance of trade.
16. Differentiate between recession and depression.
17. Examine financial management as it relates to government and business.
18. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Business Education Standards
- 21st Century Skills
- MBA*Research* National Standards
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Kentucky Academic Standards
- Microsoft Imagine Academy

Advanced Multimedia Publishing
Valid Course Code: 060761

Course Description: This hands-on course applies advanced web design, publishing, and presentation concepts through the development of sophisticated documents and projects which includes, but is not limited to: web sites, web databases, web movies, video editing and production, television productions. The course is designed around the learning goals of the students and is project-based. Students will complete advanced projects agreed upon with the instructor utilizing hardware and software available. Formatting, editing, layout, and design concepts are reviewed and reinforced. Distribution ready publication standards are applied to all projects. Students will develop communication skills, problem-solving techniques, cooperative learning, and interpersonal skills. Leadership development will be provided through FBLA. SUGGESTED PREREQUISITE: Multimedia Publishing

Content/Process

Students will:

1. Use industry-standard hardware and software components to create advanced multimedia projects (scanners, digital and video cameras, production equipment, etc.)
2. Demonstrate an awareness of copyright, licensing, and downloading and safety issues
3. Design and publish a web site with dynamic content using HTML and/or advanced features of a software package including: tables, forms, edited images, animated gifs, .sound, web movies (Flash), databases, forums, etc.
4. Incorporate features into web pages for different audiences and cultures and handicap accessibility
5. Observe and practice safety precautions applicable to both classroom and home use of the Internet.
6. Create movies incorporating advanced features of video editing software,
7. Broadcast news programs, feature programs, etc. school-wide
8. Demonstrate employability and social skills relative to the career cluster.
9. Utilize activities of FBLA as an integral component of course content and leadership development.
10. Apply math, science, and communication skills relative to the career major.
11. Research and analyze career opportunities in multimedia publishing and graphic arts, video production, broadcast, web design, etc.
12. Identify browser restrictions and variations
13. Analyze, create, and organize navigational links.
14. Implement CGI and JavaScript programming where appropriate.
15. Develop an awareness of page load time with various connections of users
16. Recognize appropriate backgrounds, fonts, etc. for business web sites.
17. Demonstrate Internet etiquette.
18. Publish web pages to a web server.
19. Formulate a user-friendly file structure for web publishing.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Technology Program of Studies
- 21st Century Skills
- Kentucky Academic Standards
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Microsoft Imagine Academy

Advertising & Promotion
Valid Course Code: 081511

Course Description: This course is designed to provide students with a realistic "hands-on" application of techniques used in the advertising and promotion of goods and services. Students use digital media (computer-generated text, graphics, photographs, sound and video) equipment, while being exposed to all forms of media (print, web page, etc.) used by industry. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, product/service management and promotion. Leadership development will be provided through DECA.
SUGGESTED PREREQUISITE: Principles of Marketing

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Explain the role of promotion as a marketing function.
3. Explain the types of promotions.
4. Identify the elements of the promotional mix.
5. Describe the use of business ethics in promotion.
6. Explain the types of advertising media.
7. Explain and give examples of how advertising and promotion influences the supply and demand of a product.
8. Demonstrate a knowledge of advertising principles as they apply to the creation of a website, print advertisement, or specialty advertisement.
9. Explain ways to make responsible buying decisions by evaluation promotional ads.
10. Compare features, benefits and price of products and services using various promotional items.
11. Develop a promotional plan.
12. Analyze how advertising & promotion jobs have changed due to scientific advancement and increased use of technology.
13. Use all types of digital media to design, organize and communicate information and ideas.
14. Analyze how advertising techniques (e.g., jingles, slogans, plain folks, facts & figures, glittering generalities, testimonial, bandwagon, emotional appeal) influence consumer decisions.
15. Prepare product promotions, community service promotions, and press releases.
16. Explain and evaluate crisis management (negative news releases).
17. Develop, plan, execute, and evaluate an advertising plan, including marketing research, calendars and budgets.
18. Establish a relationship between school and business activities by collaborating with business professionals.
19. Evaluate two advertising campaigns and identify the psychological guidelines and associated techniques used in each campaign.
20. Demonstrate a knowledge of advertising principles as they apply to the creation of a web site.
21. Utilize activities of DECA as an integral component of course content and leadership development.
22. Apply math and communication skills within the technical content.
23. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

- **Connections**
  - Kentucky Occupational Skill Standards (KOSSA)
  - Kentucky Academic Standards
  - 21st Century Skills
  - MBA*Research* National Standards
  - Secretary's Commission on Achieving Necessary Skills (SCANS)

Business Communications
Valid Course Code: 060155

Course Description: Business Communications is the study of written, oral, and electronic communication in a business environment. Emphasis is on writing letters, preparing and orally presenting business reports, using the telephone in business, electronic transfer of information, using business information resources, listening and interpreting, and developing business messages. Leadership development will be provided through FBLA.
The course will prepare students with enduring life skills. This course is an approved elective for Career Readiness in Business Education Career Pathways: Administrative Support, Business Management, Database Management, Finance, Information Processing, and Medical Business Office.
SUGGESTED GRADE LEVEL (10 – 12)
SUGGESTED PREREQUISITE: Computer and Technology Applications OR Business Principles & Applications

Content/Process

Students will:
1. Demonstrate understanding of the communication process.
2. List techniques involved in active listening and possible barriers to communication.
3. Identify responsibilities of a competent communicator (respect, paying attention, participation, unnecessary disruption and negative or disrespectful language).
4. Differentiate nonverbal communication from verbal communication.
5. Identify various forms of nonverbal symbols.
6. Apply technical writing skills including spelling and grammar using reference materials and proofreader's marks.
7. Design, deliver and apply qualities (courteous, clear, concise, concrete, correct, and complete) of effective and appropriate message to various audiences and occasions.
8. Identify various forms of techniques used to document references or citations (APA, MLA, or others).
9. Compose various types of business documents electronically, including those associated with employment.
10. Demonstrate job interviewing techniques and develop a career portfolio (application, resume and cover letter).
11. Understand different forms of etiquette including proper forms of telephone, Netiquette, e-mail, texting, social media, and other forms.
12. Understand plagiarism (incorrectly citing sources or presenting someone's information as   their own).
13. Research career opportunities in communication and related careers utilizing supporting material including post-secondary connections.
14. Communicate a clear thesis and purpose in written and oral communication.
15. Create an outline to be used for an oral presentation
16. Identify ways to manage speech anxiety and stress.
17. Construct and deliver organized oral presentations (student introduction, informative, persuasive, impromptu, or problem solving/customer service) with well-developed introductions, main points, conclusions, and transitions with appropriate visual aids.
18. Deliver speeches using appropriate and effective vocal and physical behaviors to enhance   messages (e.g. vocal variety, articulations, and movements).
19. Acquire skills to communicate with others, both publicly and interpersonally.
20. Understand and identity the basic principles of effective group communication and listening
21. Identify, analyze, and evaluate using different point of view including diversity, multiculturalism, globalization and international business.
22. Demonstrate math, academic, employability and occupational skills aligning to KOSSA standards
23. Utilize activities of FBLA as an integral component of course content and leadership development.

Connections
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Business Education Standards
- 21st Century Skills
- Kentucky Academic Standards
- KCTCS Course: OST 235
- Kentucky Occupational Skills Standards Assessment (KOSSA)

Business Economics—Interdisciplinary Course
Valid Course Codes:
060511 Business Education (CTE Credit) or 060596 (Social Studies Credit - Economics)
080317 Marketing Education (CTE Credit) or 080318 (Social Studies Credit – Economics)

Course Description: This course is designed to be a comprehensive study of economics which meets the economics requirement for graduation. It provides an in-depth study of how people produce, distribute, and consume goods and services. Economic terminology, theory, and a comparison of economic systems and policies are integral to the course. Simulations and/or actual work situations may be used to provide practical experience with various economic conditions. Leadership development will be provided through FBLA/DECA. **SUGGESTED GRADE LEVEL (10 – 12)**
SUGGESTED PREREQUISITE: Computer and Technology Applications OR Business Principles & Applications

Content/Process

Students will:
1. Explain how laws & government mandates have been adopted to maintain competition in the US & in the global marketplace.
2. Demonstrate an understanding of the cause/effect of business cycles and how monetary and fiscal policy can be used to regulate these problems.
3. Compare & contrast a market economy, command economy, mixed economy and traditional economy based on their abilities to achieve social goals such as freedom, equity, & growth in the modern world.
4. Analyze the changing relationships among business, labor, and govt. and how each has affected production, distribution, and consumption.
5. Utilize decision-making models to make economic choices and determine the opportunity cost of those choices.
6. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.
7. Explain how, in a free enterprise system, individuals attempt to maximize their profits based on their role in the economy.
8. Understand why people from other nations have come to the United States because of economic opportunities.
9. Demonstrate employability and social skills relative to the career cluster.
10. Analyze economic concepts and understand their relevance to different economic situations.
11. Analyze the impact of international issues and concerns on personal, national, and international economics.
12. Analyze the role culture plays in economic issues of production, distribution, and consumption of goods and services.
13. Create graphs that illustrate shortages and surplus and describe how the market works to eliminate these conditions; identify the effects each change has on equilibrium, price and quantity.
14. Explain & give examples of how numerous factors influence the supply & demand of products.
15. Understand that scarcity is the basic economic problem facing individuals, societies, and nations.
16. Analyze how a nation's wealth and trade potential are tied to its' resources.
17. Explore how international trade and multinational companies have led to a global economy.
18. Understand how the United States' economy has changed from a rural to an industrial economy to a leader in the global economy.
19. Appraise the effects of technological changes, changes in consumer preferences, price inputs, environment, and legislation on supply and demand and price of goods/services.
20. Create demand curve graph for two firms (one monopoly and one oligopoly) and explain the levels of output for a firm in perfect conditions
21. Apply math and communication skills within the technical content.

Connections
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Business Education Standards
- 21st Century Skills
- Kentucky Academic Standards
- Interdisciplinary Course
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Microsoft Imagine Academy

Business Education Co-Op
Valid Course Code: 060107

Course Description: Cooperative Education for CTE courses provide supervised work site experience related to the student's identified career pathway. A student must be enrolled in an approved capstone course during the same school year that the co-op experience is completed. Students who participate receive a salary for these experiences, in accordance with local, state and federal minimum wage requirements according to the Work Based Learning Guide.
Content/Process
Students will:
1. Demonstrate and practice safe work habits at all times.
2. Gain career awareness and the opportunity to test career choice(s)
3. Receive work experience related to career interests
4. Integrate classroom studies with work experience
5. Receive exposure to facilities and equipment unavailable in a classroom setting
6. Increase employability potential
Connections
• Post-Secondary: KCTCS CIT 290
• CTSO's –FBLA/DECA
• Kentucky Occupational Skill Standards Assessment (KOSSA)
• Secretary's Commission on Achieving Necessary Skills (SCANS)
• Kentucky Academic Standards
• 21st Century Skills

Business Education Internship
Valid Course Code: 060108

Course Description: Internship for CTE courses provide supervised work-site experience for high school students who are enrolled in a capstone course associated with their identified career pathway. Internship experiences consist of a combination of classroom instruction and field experiences. A student receiving pay for an intern experience is one who is participating in an experience that lasts a semester or longer and has an established employee-employer relationship. A non-paid internship affects those students who participate on a short-term basis (semester or less). All information referenced to the Work Based Learning Guide
Content/Process
Students will: 1. Demonstrate and practice safe work habits at all times. 2. Gain career awareness and the opportunity to test career choice(s) 3. Receive work experience related to career interests 4. Integrate classroom studies with work experience 5. Receive exposure to facilities and equipment unavailable in a classroom setting 6. Increase employability potential
Connections • Post-Secondary: KCTCS CIT 290 • CTSO's – FBLA/DECA • Kentucky Occupational Skill Standards Assessment (KOSSA) • Secretary's Commission on Achieving Necessary Skills

Business Law
Valid Course Code: 060121

Course Description: This course develops an understanding of legal rights and responsibilities in personal law and business law with applications applied to everyday roles as consumers, citizens, and workers. The student will have an understanding of the American legal system, courts/court procedures, criminal justice system, torts, the civil justice system, oral and written contracts, sales contracts and warranties, and consumer protection. Legal terminology is emphasized. Leadership development will be provided through FBLA.

Content/Process

Students will:

1. Identify ways laws affect individuals, sources of law, constitutional rights and responsibilities of U.S. citizens, and the responsibilities of government.
2. Describe and analyze the American Legal System
3. Compare and contrast elements of civil (torts) and criminal law
4. Identify the essentials of a contract and examine the characteristics of contracts.
5. Explain various aspects of consumer protection including deceptive advertising, agencies which aid the consumer, and federal legislation.
6. Explain commercial contracts and warranties.
7. Explain about real and personal property and wills
8. Examine and evaluate leasing of real property
9. Examine and evaluate property and casualty insurance
10. Describe rights and duties of employee, employer, and independent contractor and other important aspects of employment.
11. Identify legislation (e.g., civil rights, right to privacy, and ADA) affecting personnel practices (e.g., compensation, promotion, recruitment, selection, termination, and training and development).
12. Describe legal reasons for terminating employees (e.g., employment at will, embezzlement, violation of company policy).
13. Examine ways businesses can be created including their rights, limitations, and liabilities.
14. Examine and evaluate a code of ethics (i.e., business & personal).
15. Develop an understanding of a business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions (anti-trust laws, organized labor, and regulatory agencies).
16. Apply ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationship, and consumer relations).
17. Research career opportunities in the legal profession.
18. Utilize activities of FBLA/DECA as an integral component of course content and leadership development.
19. Demonstrate employability and social skills relative to the career cluster.
20. Apply communication skills within the technical content.
21. Differentiate between different types of bankruptcy filings.

Connections

- Kentucky Occupational Skill Standards Assessment (KOSSA)
- National Business Education Standards
- Kentucky Academic Standards
- KCTCS Course: BAS 267
- 21st Century Skills

Business Management
Valid Course Codes:
060411 Business Education or 080311 Marketing Education

Course Description: This course emphasizes the skills needed for managing a business that involves the selection and supervision of employees including efficient use of time, personnel, facilities, and financial resources. Students will explore forms of business ownership; typical business organizational structure; product or service promotion in business; effective communications; human relations skills required in dealing with employees; and effective management strategies used in personnel, finance, production, marketing, and information processing. Leadership development will be provided through FBLA/DECA.

Content/Process

Students will:

1. Research the various structures of business ownership (sole proprietorship, partnership, corporation) and explain considerations in business planning, including advantages and disadvantages of each structure.
2. Describe the formation of a corporation
3. Identify and explain basic functions of management, management styles, criteria used in setting and achieving goals, leadership characteristics, and procedures for monitoring and evaluating employee performance.
4. Discuss how global issues and international trade has and will affect management types, styles, and trends.
5. Explain the importance of various business mgt. skills (e.g., time management, handling positive & negative stressors in the business environment, and opportunities for employee's professional growth).
6. Describe the importance of a business and a personal code of ethics.
7. Analyze how the impact of human resource management activities help organizations achieve goals.
8. Compare and contrast various forms of competition (i.e., pure competition, monopolistic competition, oligopoly, and monopoly).
9. Utilize SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis when analyzing case studies and business plans.
10. Understand the economic principles and concepts fundamental to business operations (e.g., entrepreneurship, scarcity, cost of inputs, and opportunity cost).
11. Compare and contrast various types of economic systems (i.e., traditional, command, market, and mixed).
12. Explain & give examples of how numerous factors influence the supply & demand of products.
13. Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.
14. Identify and explain the impact of financial risk to the success of a business.
15. Identify and compare sources of capital.
16. Prepare and analyze a business budget as it is used for a decision-making tool.
17. Discuss the importance of keeping accurate financial records.
18. Identify and explain the importance of operations management to a business (e.g., coordination of production, quality management, product development, production scheduling, and inventory control).
19. Describe the nine functions of marketing (i.e., purchasing, selling, pricing, product planning, marketing information mgt., promotion, financing, distribution, risk management).
20. Evaluate and create a business plan.
21. Research and analyze career opportunities in management and demonstrate leadership characteristics.
22. Develop an employment portfolio (resume, letters of reference, etc.) and demonstrate job interview techniques.
23. Research and cite major laws/regulations that affect management and examine the importance of work ethic.
24. Utilize activities of FBLA/DECA as an integral component of course content and leadership development.
25. Participate in work-based learning (mentoring, shadowing, co-op, etc.) and service learning.
26. Demonstrate employability and social skills relative to the career cluster.
27. Apply math, communication, internet etiquette and safety skills within the technical content.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Business Management Kentucky Occupational Skill Standard Assessment (KOSSA)
- National Business Education Standards
- Kentucky Academic Standards
- 21st Century Skills
- KCTCS Course: BMO 170 & BMO 270
- Assessment of Skills and Knowledge for Business (ASK) Business Principles or Management

Business Principles and Applications
Valid Course Code: 060111

Course Description: This course establishes basic foundations for further study in business and marketing courses and provides essential information for making financial and economic decisions. Students learn about the fundamentals of the American free enterprise system and world economies; application of sound money management for personal and family finances; credit management; consumer rights and responsibilities; forms of business ownership; risk and insurance; and the importance of international trade. Leadership development will be provided through FBLA and/or DECA. *(This course is cross referenced with Marketing Education.)*

Content/Process

Students will:

1. Research economics such as economic systems, economic indicators, (GDP, business cycle, unemployment rate, etc.), supply and demand, E-commerce, global trade, decision making processes (SMART goals), Competition
2. Identify the role of government in business including types of governments (capitalism, socialism, communism), citizenship, social responsibility, business ethics, contracts, protection of intellectual property, government regulations (labor unions, taxation)
3. Differentiate various types of business ownership such as forma of business (sole proprietorship, partnership, corporation, cooperatives, non-profit, franchises)
4. Compare types of businesses (goods vs. services, manufacturers, intermediaries), differentiate organizational charts and discuss entrepreneurship
5. Identify major types of management including functions of management (planning, organizing, leading, implementing, controlling), leadership, management styles, influences and human resources
6. Describe the seven functions of marketing, marketing mix (Product, Price, Place and Promotion)
7. Identify market segments (demographics, geographic psychographics)
8. Identify channels of distribution
9. Research consumerism/Personal Finance including the role of the consumer, consumer rights, budgeting, personal decision making (housing, automobiles, insurance) and banking (saving, investing, checking, electronic banking, credit)
10. Recognize the role of Accounting/Finance including The Accounting Cycle (accounting equation, debits, credits, T accounts)
11. Differentiate financial statements and their relationship to each other (balance sheet, cash-flow statement, income statement, etc.) and the role of accounting in business
12. Research careers including career opportunities in business and marketing using various techniques, develop a career portfolio (job application, resume, letter of application, reference list, follow-up letter)
13. Complete applications for various types of jobs
14. Complete a job interview
15. Demonstrate employability and social skills relative to the career cluster
16. Utilize activities of FBLA and/or DECA student organizations as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Business Education Standards
- 21st Century Skills
- Kentucky Academic Standards
- KCTCS Course: BAS 160
- Kentucky Occupational Skill Standards Assessment (KOSSA)

*Districts that offer the following SREB Advanced Career Course
must have a SREB signed agreement and instructors must have taken the two week per course
training prior to teaching the course*

(SREB courses require an agreement between SREB Advanced Career and the Local School
District; please see the link to SREB for further information

**Computers, Networks, Databases
SREB Advanced Career Curriculum
Course 1 - Informatics
Valid Course Code
111001**

Course Description: This project-based-learning course engages students who are curious about informatics. In this course, students will learn how to use a design process to create systems that acquire, store and communicate data for a variety of career fields. Students will work collaboratively in teams to design systems, solve problems, think critically, be creative and communicate with each other and business partners. Students will participate in real-world experiences such as designing an inventory system for a retail store, comparing stores in a company to project future sales, track customer buying habits and more. Last, students will engage in leadership skill sets encompassing their student organization responsibilities.
Content/Process
Students will: 1) Use the technical design process to design, build and test prototypes 2) Use terminology of the field 3) Use data and informatics tools to make decisions and solve problems 4) Apply project management principles 5) Use appropriate and effective research skills 6) Demonstrate proficiency in word processing, spreadsheets/databases, and presentation software **7)** Communicate information, including descriptive statistics, to various stakeholder groups
Connections
• Post-Secondary: KCTCS INF 120 • CTSO's – SkillsUSA, FBLA (STLP encouraged even though not a recognized student organization for program assessment) • Cisco CCNA Certification/CCENT Certification • Kentucky Occupational Skill Standards • Secretary's Commission on Achieving Necessary Skills (SCANS) • State Standards ELA and Math • 21st Century Skills

Districts that offer the following SREB Advanced Career Course
must have a SREB signed agreement and instructors must have taken the two week per course
training prior to teaching the course

(SREB courses require an agreement between SREB Advanced Career and the Local School District; please see the link to SREB for further information

Databases in the Cloud
SREB Advanced Career Curriculum
Course 3 - Informatics
Valid Course Code
111003

Course Description:
This project-based-learning course is for students who successfully completed courses one and two and who want to tackle the more complex challenges that business and industry face. Students at this level will learn about Web technologies, cloud storage, information security, data, animation, introductory computer programming and database applications. Students will take more responsibility for their own learning, problem solving and thinking outside of the box. Real-world challenges will require higher levels of research, building, testing, analyzing and improving systems. Students will develop solutions for real-world problems by designing a database for ticket sales; designing security for a database; creating a game with animation; reporting information based on population data in a community; and designing, building and testing an application for a database.
Content/Process

Students Will:
1. Use terminology of the field.
2. Research informatics technical texts, journal articles, and other related documents in developing a plan.
3. Use the five-step software/system life cycle (i.e., design, build, test, implement, and evolve).
4. Use informatics concepts to solve problems.
5. Use data and informatics tools to make decisions and solve problems.
6. Apply project management principles.
7. Gain information on how the American computer industry works.
8. Use appropriate and effective research skills.
9. Use best practices to design and implement research studies.
10. Use the scientific method to design investigations.
11. Demonstrate proficiency in word processing, spreadsheets/databases, and presentation software.
12. Communicate information, including descriptive statistics, to various audiences

Connections
- Post-Secondary:
- CTSO's – SkillsUSA, FBLA (STLP encouraged even though not a recognized student organization for program review)
- Cisco CCNA Certification/CCENT Certification
- Kentucky Occupational Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- State Standards ELA and Math
- 21st Century Skills

Data Modeling/SQL
Valid Course Code: 070331

Course Description: This course allows students to transform business requirements into an operational database using a systematic approach. Students will be engaged using data storage and retrieval techniques through activities that require teamwork, presentation skills, logical problem-solving, journaling and reflective thinking. Students will create and maintain database objects, and store, retrieve, and manipulate data. Demonstrations and hands-on practice will be used for learning concepts. Students will apply SQL, an industry-standard language, to learn to build and manage database systems. Students will also learn interviewing skills and project management. Leadership development will be provided through FBLA.

Content/Process

Students will:
1. Use technology (computer software, Internet) to complete daily database projects and assignments.
2. Identify and use basic data modeling and SQL terms, concepts, and rules.
3. Create and analyze entity-relationship diagrams that meet an organization's needs.
4. Research and compare various careers in database management from entry-level to database administrator.
5. Demonstrate employability and social skills relative to the career cluster.
6. Reflect on learning and projects by writing in a weekly journal.
7. Apply math and communication skills with technical content.
8. Articulate issues involving data security and keeping history of data in business systems.
9. Utilize activities of FBLA as an integral component of course content and leadership development.
10. Demonstrate professional soft skills.
11. Solve complex problems using data storage and retrieval techniques

Connections
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National IT Standards (*it*WORKS.OHIO)
- 21st Century Skills
- Kentucky Academic Standards
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Microsoft Imagine Academy

**Design for the Digital World
SREB Advanced Career Curriculum
Course 2 - Informatics
Valid Course Code
111002**

Course Description: This project-based-learning course engages students who are interested in applying the design process to create systems such as a cloud-based digital storage system for images. Students will design a system to automatically collect and report data on highway usage. They will apply a geospatial system to map a store and develop a database that studies shopping habits. Through these projects, students will learn about data management and logic-based queries by collecting data, using the Global Positioning System (GPS) and analyzing data utilizing a geographic information system (GIS). They will learn how to automate data collection to make processes more effective and efficient. Students will work collaboratively in teams and demonstrate their knowledge and skills by presenting new and innovative ideas, techniques and solutions to business and industry partners.

Content/Process

Student will:

1. Use terminology of the field.
2. Research informatics technical texts, journal articles, and other related documents in developing a plan.
1. Use the five-step software/system life cycle (i.e., design, build, test, implement, and evolve).
2. Use informatics concepts to solve problems.
3. Use data and informatics tools to make decisions and solve problems.
4. Apply project management principles.
5. Gain information on how the American computer industry works.
6. Use appropriate and effective research skills.
7. Use best practices to design and implement research studies.
8. Use the scientific method to design investigations.
9. Demonstrate proficiency in word processing, spreadsheets/databases, and presentation software.
10. Communicate information, including descriptive statistics, to various audiences

Connections

- Post-Secondary: KCTCS INF 120
- CTSO's – SkillsUSA, FBLA (STLP encouraged even though not a recognized student organization for program review)
- Cisco CCNA Certification/CCENT Certification
- Kentucky Occupational Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- State Standards ELA and Math
- 21st Century Skills

Developing a Cloud Presence
SREB Advanced Career Curriculum
Course 4 - Informatics
Valid Course Code
111004

Course Description: Students in this capstone course will focus on the ethics of privacy, social networking, designing for clients and artificial intelligence through six authentic projects. Students will select a business partner and design, build and test a Web presence for a company that will apply the concepts from the three prior courses. Student teams will work collaboratively with a business partner to develop a proposal for the project with evaluation criteria. Once the business partner accepts the proposal, the student team will implement it by designing, planning, building the system, and testing and revising the system to meet the needs of the business. Depending on articulation agreements or state policy, opportunity for dual credit may be available to students who successfully complete this course.

Content/Process

Students Will:
1. Use terminology of the field.
2. Research informatics technical texts, journal articles, and other related documents in developing a plan.
3. Use the five-step software/system life cycle (i.e., design, build, test, implement, and evolve).
4. Use informatics concepts to solve problems.
5. Use data and informatics tools to make decisions and solve problems.
6. Apply project management principles.
7. Gain information on how the American computer industry works.
8. Use appropriate and effective research skills.
9. Use best practices to design and implement research studies.
10. Use the scientific method to design investigations.
11. Demonstrate proficiency in word processing, spreadsheets/databases, and presentation software.
12. Communicate information, including descriptive statistics, to various audiences

Connections

- Post-Secondary:
- CTSO's – SkillsUSA, FBLA (STLP encouraged even though not a recognized student organization for program review)
- Cisco CCNA Certification/CCENT Certification
- Kentucky Occupational Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- State Standards ELA and Math
- 21st Century Skills

Digital Literacy
Valid Course Code: 060112

Course Description: Students will use a computer and application software including word processing, presentation, database, spreadsheets, internet, and email to prepare elementary documents and reports. The impact of computers on society and ethical issues are presented.

Content / Process

Students will:

1. Use a word processing program to create, save, print, modify, spell-check, and grammar-check a simple document
2. Use a word processing program to enhance the appearance of a simple document by using centered, right justification, boldface, underlined, and italicized text.
3. Use a word processing program to change the default margins and line spacing.
4. Use a word processing program to create a document with headers, footer, and footnotes.
5. Use a presentation program with text body, graphics, and animation.
6. Use an electronic spreadsheet to create, save, print, modify, and obtain graphs from a simple spreadsheet.
7. Use an electronic spreadsheet to perform basic mathematical operations including, but not limited to, addition, subtraction, multiplication and division.
8. Use an electronic spreadsheet to calculate averages and percent's.
9. Use an electronic spreadsheet program to enhance the appearance of a spreadsheet by changing fonts, foreground, and background colors; and centering text across columns.
10. Use a database management program to create, maintain, and print reports from a simple relational database.
11. Use a database management program to customize the user interface by creating and maintaining forms and reports.
12. Use a database management program to query tables using basic query operations such as "and", "or", "not", etc.
13. Print in landscape and portrait orientations.
14. Use the component of the operating system that helps the user manipulate files and folders to copy, move, rename, and delete files; and to create, copy, move, rename, and delete folders.
15. Use a World Wide Web browser to navigate hypertext documents and to download files.
16. Use Internet search engines and understand their advantages and disadvantages.
17. Use an electronic mail program to send and receive electronic mail.
18. Identify components of a computer
19. Discriminate between ethical and unethical uses of computers and information.
20. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying.
21. Demonstrate an awareness of computer viruses and basic understanding of ways to protect a computer from viruses.
22. Demonstrate a basic understanding of the impact of computers on society.
23. Use and understand basic computer terminology.
24. Utilize activities of FBLA as an integral component of course content & leadership development.

Connections

- National Standards for Business Education
- 21st Century Skills
- Kentucky Academic Standards
- Kentucky Occupational Skills Standards Assessment (KOSSA)
- KCTCS Course: CIT 105 **OR** OST 105 & OST 100
- Microsoft Imagine Academy

Entrepreneurship
Valid Course Codes:
060185 Business Education or 080310 Marketing Education

Course Description: This course is designed to provide students the skills needed to effectively organize, develop, create and manage their own business. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, operations, promotion and selling. The culminating project of the course is the development of a comprehensive business plan. Cooperative education or shadowing experiences may be used to enhance course instruction. Leadership development will be provided through DECA and/or FBLA. (*This course cross references with Marketing*).

SUGGESTED PREREQUISITE: Principles of Marketing or Business Principles and Applications.

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Explain career strategies associated with entrepreneurship.
3. Conduct self-assessment to determine entrepreneurial potential.
4. Explain the factors and personality traits that contribute to the success of a small business entrepreneur.
5. Explain the importance of customer service to an entrepreneur.
6. Describe the financial statements needed for a business plan and the purposes in financial planning.
7. Investigate the role of international trade, opportunities of global markets, and the potential of international trade.
8. Describe the legal considerations for starting a business.
9. Formulate a business plan and describe its components, recognizing the many roles of a small business owner.
10. Identify sources of business start-up information.
11. Discuss market analysis to determine target market.
12. Examine the role of management in a successful business, specific management techniques for small business, and management strategies.
13. Analyze the risks and rewards of starting a business.
14. Analyze pricing in the marketing mix, pricing strategies, and the establishment of a pricing strategy.
15. Evaluate types of business ownership.
16. Determine cost of product (breakeven, markup).
17. Explain the nature of overhead/operating expenses.
18. Identify, evaluate, and select sources for financing a business venture.
19. Identify training procedures, hiring policies, and rights and responsibilities of small business employees.
20. Explain the types of promotion.
21. Prepare a promotional budget.
22. Select and analyze computer software/hardware options for small business; examine benefits of organizational membership.
23. Demonstrate technology skills needed in the workplace.
24. Utilize activities of DECA and/or FBLA as an integral component of course content and leadership development.
25. Exemplify entrepreneurship decision making through projects and simulations.
26. Apply math and communication skills within the technical content.
27. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards Assessment (KOSSA)
- MBA*Research* National Standards
- National Business Education Standards
- 21st Century Skills
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- KCTCS Course: BAS 170
- Microsoft Imagine Academy

Financial Accounting
Valid Course Code: 070122

Course Description: The accounting principles taught in this course include an in-depth study of accounting principles, procedures, and techniques used in keeping financial records for sole proprietorships, partnerships, and corporations. There is an emphasis on automated accounting. Topics include a more analytical approach to accounting. Leadership development will be provided through FBLA.

SUGGESTED PREREQUISITE: Accounting and Finance Foundations

Content/Process

Students will:
1. Research career opportunities and certifications in the accounting field.
2. Demonstrate the ability to journalize transactions, post from journals, prepare worksheets and financial statements, and post adjusting and closing entries.
3. Demonstrate the ability to journalize transactions and prepare financial statements for partnerships, corporations, and departmental transactions.
4. Apply various accounting principles using automated accounting software and/or accounting simulations.
5. Illustrate journal entries for payroll, petty cash, uncollectible accounts, plant assets, depreciation, and notes payable and accounts receivable.
6. Explain and demonstrate different inventory methods, budgeting systems, the use of vouchers and coding, and cash flow.
7. Analyze advanced business transactions and financial statements.
8. Demonstrate employability and social skills relative to the career cluster.
9. Apply math, communication, and accounting skills in preparing and analyzing a corporation's financial position through ratio analysis, breakeven, productivity, cost-benefit analysis, and time value of money.
10. Participate in a work-based learning experience (shadowing, mentoring, and/or co-op, etc.).
11. Utilize activities of FBLA as an integral component of course content and leadership development.

Connections
- Kentucky Occupational Skill Standards Assessment (KOSSA – Administrative Support)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Standards -TECS
- 21st Century Skills
- Kentucky Academic Standards
- Microsoft Imagine Academy

Financial Literacy---Interdisciplinary Course
Valid Course Codes:
060170 Business Education (CTE Credit) or 060171 Marketing Education (Math Credit)
080718 Marketing Education (CTE Credit) or 080719 Marketing Education (Math Credit)

Course Description: This course is designed to provide students with the knowledge and skills to manage one's financial resources effectively for lifetime financial security. Topics include economics, money in the economy, budgeting, credit, consumer rights, investments and retirement planning. Leadership development will be provided through FBLA/DECA.

Content/Process

Students will:

1. Define and give examples of economic needs & wants.
2. Explain why scarcity requires individuals, governments, and societies to make choices.
3. Define and give examples of the opportunity cost of personal choices.
4. Identify the types of economic systems (i.e., traditional, command, market, & mixed) and how they answer the questions of what, how, and for whom goods & services are produced.
5. Demonstrate an understanding of inflation and its effect on purchasing power.
6. Describe the role of the FDIC and the events that led to its creation.
7. Analyze how career choice, education, and skills affect income.
8. Explain the role of money in today's economy.
9. Identify types of currency (e.g., paper money, coins, bank notes, government bonds, treasury notes).
10. Examine the importance of re-evaluating financial plans as income and financial needs change throughout the life cycle.
11. Evaluate services & cost associated with a personal savings account.
12. Use appropriate steps in writing checks and reconciling a bank statement.
13. Differentiate among types of electronic monetary transactions (e.g., debit cards, ATM, automotive deposits/payments) offered by various financial institutions.
14. Compare cost and benefits of online and traditional banking.
15. Identify the functions of the Federal Reserve.
16. Explain how to use a budget to manage spending and achieve financial goals.
17. Describe the advantages and disadvantages of various savings and investing plans.
18. Understand interest and the time value of money.
19. Develop a personal financial plan, including goals, net worth, cash flow statement, insurance plan, investing plan and a budget.
20. Identify the costs and benefits of various types of credit.
21. Explain how credit card grace periods, methods of interest calculations, and fees affect borrowing costs.
22. Compare and contrast various types of loans (e.g., installment, mortgage, balloon, home equity).
23. Explain credit ratings and credit reports and describe why they are important to consumers.
24. Explain the cause and effect of bankruptcy.
25. Identify consumer credit laws and explain the protection they provide.
26. Identify and state the purpose of legislation that regulates consumer credit and electronic credit transactions.
27. Develop skills needed to protect from identity theft.
28. Explain the different taxes that affect an individual's income (e.g., payroll, income, FICA).
29. Differentiate between gross and net income.
30. Complete various documents for reporting taxes (e.g., W-2, W-4, 1040, 1040EZ).
31. Analyze the cost and benefits of paying taxes.
32. Describe types of benefits (e.g. retirement, insurance, leave, stock purchases) offered by employers.
33. Identify types of insurance (e.g., automotive, health, home, life.) an individual should own.
34. Compare & contrast major types of investment alternatives (e.g., IRA, 401K, mutual funds).
35. Discuss the reasons why an individual might need a savings or investment plan (e.g., emergencies, long & short term goals, retirement).
36. Identify regulatory agencies and their functions (e.g., Federal Deposit Insurance Company (FDIC), Securities Exchange Commission (SEC), Federal Reserve, Internal Revenue Services (IRS).
37. Demonstrate employability and social skills relative to the career cluster.
38. Apply math and communication skills within the technical content.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- 21st Century Skills
- Kentucky Academic Standards
- KCTCS Course: BAS 120
- Microsoft Imagine Academy

Financial Services I
Valid Course Codes:
060311 Business Education or 080410 Marketing Education

Course Description: This course is designed for 11th and 12th grade students interested in pursuing a career in the financial institution field. It involves operation of a student financial center in cooperation with a sponsoring bank, which provides application of banking and financial procedures and concepts. Leadership development will be provided through FBLA and/or DECA. (This course is cross referenced with Marketing)   SUGGESTED PREREQUISITE: One Business Or Marketing credit and Special Permission of the Instructor

Content/Process

Students will:

1. Develop and manage a student financial center through the sponsorship of a local bank.
2. Research career opportunities in financial services.
3. Demonstrate financial activities of a student financial center including preparing, maintaining, and analyzing financial statements.
4. Apply communication skills and demonstrate appropriate customer/employee and employee/employer interactions/relations.
5. Define basic banking terminology and develop an understanding of how banks function within the U.S. economy.
6. Demonstrate and understanding the importance of marketing skills when operating a student financial center.
7. Produce documents integrating current word processing, database and spreadsheet applications.
8. Understand the functions of the Federal Reserve System and the role of FDIC.
9. Practice safety and security procedures when operating the student financial center.
10. Perform a variety of banking operations (e.g., operating a teller station, reconcile accounts with statements, prepare cash in and cash out tickets, process cash and checks for deposit, process loan applications, and accept loan payments).
11. Develop an employment portfolio (resume, letters of reference, etc.) and demonstrate job interview techniques.
12. Define examples of credit used by consumers, businesses, and government.
13. Apply math and communication skills within the technical content.
14. Develop standards and policies for extending credit and making collections.
15. Discuss relationship between retailers and financial services (in-store banks, ATMs, credit cards, financing/layaway, etc.).
16. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.
17. Demonstrate employability and social skills relative to the career cluster.
18. Utilize available technology in the daily operation of the financial center

Connections

- Kentucky Occupational Skill Standards Assessment (KOSSA) – Financial Services
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- 21st Century Skills
- Kentucky Academic Standards
- National Business Education Standards
- MBA *Reasearch* National Standards
- KCTS Course: BMO 020
- Microsoft Imagine Academy

Financial Services II
Valid Course Codes:
060351 Business Education or 080451 Marketing Education

Course Description:
Course Description: Financial Services II is a continuation of Financial Services I, providing opportunities to enhance students' employment portfolio. Students continue to learn and practice financial activities associated with the operation of a bank and other finance-related institutions in addition to assuming management and supervisory responsibilities, including training "new employees." Students will participate in a work-based learning experience Leadership development will be provided through FBLA and/or DECA. (This course is cross referenced with Marketing Education)   SUGGESTED PREREQUISITE: Financial Services I

Content/Process

Students will:

1. Demonstrate interpersonal management skills and provide training and supervision for new employees.
2. Continue financial activities of a student financial center including preparing, maintaining and analyzing financial statements
3. Participate in a work-based learning experience related to a financial services industry.
4. Explain operations of the student financial center to first-year students.
5. Plan, organize, and prepare financial center for opening.
6. Apply communication skills by preparing and presenting oral presentations on work ethics, professional image, and other work-related topics.
7. Update employment portfolio.
8. Demonstrate decision-making skills and teamwork by reviewing current fee structure, policies, interest rates, and products and making recommendations for change if needed.
9. Identify financial management practices and the purposes of savings and banking services (e.g., checking and saving accounts, debit/credit, certificate of deposit).
10. Apply appropriate math and communication skills relative to the career cluster.
11. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.
12. Demonstrate employability and social skills relative to the career cluster.

Connections

- Kentucky Occupational Skill Standards Assessment (KOSSA) – Financial Services
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- 21st Century Skills
- Kentucky Academic Standards
- MBA *Research* National Standards
- National Business Education Standards
- KCTCS Course: BMO 040

International Business
Valid Course Code: 060188

Course Description: This course is designed to provide students with basic knowledge and skills related to international economic activities and global business transactions. Students will examine the relationship of global business activities to nations, companies, and individuals in their roles as workers, consumers, and citizens; and will examine economic, cultural, geographic, historic, and technological influences on global business activities, management principles, human relation theories, information systems, production, marketing, and finance activities. Students will also explore career planning, mathematical and data analysis, written and oral communication, and problem-solving skills related to international business activities. Leadership development will be provided through FBLA.

Content/Process

Students will:
1. Explain the impact international business has on consumers, businesses, and countries.
2. Discuss how the economic, socio-cultural, political, legal, and technological influences affect international business activities.
3. Analyze foreign trade activities.
4. Define methods of conducting international business.
5. Describe information systems and communications for international business.
6. Evaluate human resource needs.
7. Evaluate business management techniques and international marketing activities.
8. Analyze foreign exchange rates and currency values.
9. Analyze the global impact of the stock and bond markets.
10. Research and analyze career opportunities in international business.
11. Demonstrate employability and social skills relative to the career cluster.
12. Utilize activities of FBLA as an integral component of course content and leadership development.
13. Apply math and communication skills within the technical content.

Connections
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Business Education Standards
- 21st Century Skills
- Kentucky Academic Standards
- Microsoft Imagine Academy

Legal Office
Valid Course Code:
070881

Course Description: This course enables a student to gain concepts, skills, and techniques in legal terminology and various forms used in the legal profession. The recommended prerequisite is Word Processing. Leadership development will be provided through FBLA. SUGGESTED PREREQUISITE: Computer and Technology Applications or Word Processing
Content/Process
Students will: 1. Explain legal terminology and legal business terminology. 2. Apply formatting to court documents such as adoption papers, affidavits, briefs, depositions, etc. 3. Apply formatting to client documents such as mortgages, promissory notes, wills, etc. 4. Demonstrate the ability to take and transcribe minutes from a meeting. 5. Create and format various personal and business documents using word processing software; apply language arts' rules; use proofreaders' marks, spell check and thesaurus, reference materials, and grammar check. 6. Demonstrate proper telephone etiquette and identify different types of electronic communications and use postal and shipping services. 7. Explain records management and demonstrate the various methods of filing and create a database management system. 8. Use the computer and electronic calculator, electronic desktop management software, and machine transcription equipment and transcribe documents. 9. Research and analyze career opportunities in legal careers; demonstrate job interview techniques; and develop an employment portfolio (letter of application, resume, etc.). 10. Apply standard rules of spelling, punctuation, grammar, and capitalization. 11. Demonstrate employability and social skills relative to the career cluster. 12. Apply communication skills within the technical content. 13. Utilize activities of FBLA as an integral component of course content and leadership development.
Connections • Secretary's Commission on Achieving Necessary Skills (SCANS) • Kentucky Occupational Skill Standards Assessment (KOSSA) • 21st Century Skills • Kentucky Academic Standards • Microsoft Imagine Academy

Mathematics for Business and Industry—Interdisciplinary Course
Valid Course Codes
060172 Business Education (CTE Credit) or 060190 (Math Credit)
080772 Marketing Education (CTE Credit) or 080780 (Math Credit)

Course Description: This course enables the student to explore mathematical content for personal, business, and industrial use. Math concepts and skills are applied through study and problem-solving activities in real-world situations in the following areas: banking, measurement, borrowing and investing, consumer purchases, and financial management. Leadership development will be provided through FBLA or DECA.

Content/Process

Students will:

1. Use the touch method on electronic calculators to solve real-world mathematical problems which relate to business and industry.
2. Apply math and communication skills within the technical content.
3. Use mathematical operations to enable students to understand gross and net income and different methods of earning income.
4. Demonstrate mathematical reasoning in figuring and recording checking and savings account transactions.
5. Calculate simple and compound interest of an initial investment over a set amount of time.
6. Calculate a function identifying the dependent and independent variables (i.e., unit price=price per time divided by measure or count).
7. Write a two variable equation to represent the amount of a lease payment (i.e., if the lease pays $17 per $1,000).
8. Calculate the mean and standard deviation of the daily closing cost on a particular stock and plot the data and draw the curve of best fit.
9. Use a spreadsheet to calculate monthly interest, principal amount, and balance on a personal or business loan.
10. Analyze financial statements and calculate current ratio, debit-equity ratio, and return on capital.
11. Write and solve equations with two variables such as calculating gross pay based on salary plus commission.
12. Research and analyze career opportunities requiring application of math skills.
13. Use mathematical reasoning to compare cash purchases, credit cards, charge accounts, markups, and discounts.
14. Demonstrate mathematical reasoning in calculating various types of loans, investments, and interest, including compound interest.
15. Design and manipulate spreadsheets and graphs according to the availability of technology.
16. Use mathematical problem solving to figure the costs involved in purchasing and maintaining a vehicle and a home and the methods of figuring depreciation.
17. Identify and compare various types of insurance.
18. Demonstrate mathematical applications relating to personnel, production, sales, marketing, warehousing, and distribution.
19. Demonstrate employability and social skills relative to the career cluster.
20. Utilize activities of FBLA & DECA as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Kentucky Academic Standards
- KCTCS Course: OST 213
- Microsoft Imagine Academy

Medical Office
Valid Course Code: 070971

Course Description: This course is key to the Medical Business Office career pathway and provides foundational skills and techniques used in the 21st Century medical business office profession. The recommended prerequisite is Computer & Technology Applications and Advanced Computer Applications <u>OR</u> Microsoft Office. Leadership development will be provided through FBLA.

GRADE LEVEL: 11th or 12th grade

SUGGESTED PREREQUISITE: Computer and Technology Applications and Advanced Computer Applications OR Microsoft Office.

SUGGESTED COREQUISITE or included in pathway completion: Medical Terminology/Emergency Room Procedures (Health Science Curriculum)

Content/Process

Students will:

1. Explain and apply medical terminology in medical office documents/procedures.
2. Identify medical legal and ethical responsibilities (comply with HIPAA rules and regulations)
3. Apply formatting to medical documents such as admitting forms, discharge forms, insurance forms, etc.
4. Assist patients in completing medical forms and processing medical insurance.
5. Demonstrate the ability to schedule patient office appointments, hospital admissions, outpatient surgery, and ancillary testing.
6. Demonstrate ability to receive and process patients/visitors, to properly code diagnoses and surgical procedures, and to work with other patient services and records.
7. Illustrate financial services involved in the medical office profession such as accepting payment of patient accounts, billing, past-due fee collection, payroll management and banking procedures.
8. Demonstrate the ability to transcribe medical records.
9. Maintain office equipment and supplies.
10. Demonstrate proper telephone etiquette and identify different types of electronic communications.
11. Use postal/shipping services and process mail/office correspondence.
12. Discuss principles of using electronic medical records and demonstrate the various methods of accurate filing. Create a database management system.
13. Research and analyze career opportunities in medical careers; demonstrate job interview techniques; and develop an employment portfolio (letter of application, resume, etc.).
14. Apply decision-making and priority-setting skills.
15. Complete simulated tasks.
16. Create and analyze reports.
17. Apply standard rules of spelling, punctuation, grammar, and capitalization.
18. Utilize activities of FBLA as an integral component of course content and leadership development.
19. Demonstrate employability and social skills relative to the career cluster.
20. Apply math and communication skills within the technical content.
21. Identify safety rules applicable to this course and demonstrate appropriate observance of said rules, including but not limited to, trip hazards, electrical cords and outlets, evacuation procedures for emergency situations (including fire, tornado, bomb threat, earthquake, etc.), lockdown procedures for emergency situations, location and contents of first aid kit, MSDS sheets, etc.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skill Standards (KOSSA)
- 21st Century Skills
- Kentucky Academic Standards
- KCTCS Course: MIT 217 & MIT 227
- Microsoft Imagine Academy

Microsoft Office
Valid Course Code: 070750

Course Description: As an extension of Computer and Technology Applications or Advanced Computer Applications, students will have the opportunity to increase their computer skills. Advanced functions and integration of Microsoft Word, Excel, Access, and PowerPoint will be taught. Students will work toward **MOS/MCAS Certification** in one or more of these Microsoft areas. In addition, students will utilize Internet access to complete various projects. Leadership development will be provided through FBLA.
Prerequisite: Computer and Technology Applications and permission of the instructor

Content/Process

Students will:
1. Use and apply a repertoire of technology skills regularly in the preparation of content assignments and authentic projects.
2. Utilize Windows Operation System, Internet resources, and industry-standard hardware and software.
3. Perform advanced functions using Microsoft Word, Access, Excel and Power point.
4. Create real-world documents and publications using word, access, excel, and power point to demonstrate formatting techniques used in text, graphics, and text boxes.
5. Insert and modify tables, diagrams and charts.
6. Create bulleted list, numbered lists, and outlines.
7. Insert and modify tables, diagrams, and charts.
8. Insert and modify hyperlinks in all types of documents.
9. Create new documents and presentations using templates.
10. Save documents in appropriate formats for different uses.
11. Insert and format pictures, shapes, and graphics in a power point presentation
12. Understand how to customize slide templates in a power point presentation.
13. Create a slide show for an oral presentation.
14. Demonstrate how to export a presentation to another Microsoft office program.
15. Enter and edit cell content when using excel
16. Insert and modify formulas when using excel.
17. Create, modify, and position diagrams and charts based on worksheet data when using excel.
18. Apply and modify cell formats and cell styles in excel.
19. Create access databases.
20. Create and modify queries, forms, and reports using access.
21. Import data to access and export data from access.
22. Demonstrate how to back up a database.
23. Identify individual work habits/ethics and explain their importance in the workplace.
24. Research and analyze career opportunities for an individual that has the MOS/MCAS certification and develop an electronic employment portfolio.
25. Utilize activities of FBLA an integral component of course content and leadership development.
26. Demonstrate employability and social skills relative to the career cluster.
27. Apply math and communication skills within the technical content.

Connections
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Standards: V-TECS
- Kentucky Academic Standards
- Kentucky's Technology Program of Studies
- 21st Century Skills
- Microsoft Office Specialist Exams
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- KCTCS Course: CIT 130 **OR** OST 240
- Microsoft Imagine Academy

Multimedia Publishing
Valid Course Code: 060751

Course Description: This hands-on course applies publishing and presentation concepts through the development of sophisticated business documents and projects. These documents include, but are not limited to, tri-fold brochures, manuscripts, reports, bi-fold programs, catalogs, newsletters, flyers, business forms, graphs, web pages, on-screen presentations, and video productions. Equipment such as scanners, digital cameras, video cameras, and color laser printers, may be utilized in creating the documents. Formatting, editing, page layout, and design concepts are taught. Distribution ready publication standards are applied to all projects. Students will develop communication skills, problem-solving techniques, cooperative learning, and interpersonal skills. Leadership development will be provided through FBLA

PREREQUISITE: Computer and Technology Applications.

Content/Process

Students will:

1. Apply language rules and proofreader's marks; use reference materials, style, grammar, and spell check.
2. Define and apply terminology associated with desktop publishing, layout, and design.
3. Research and analyze career opportunities in multimedia publishing and graphic arts.
4. Use industry-standard hardware and software components of a multimedia publishing system such as digital cameras, scanners, & video cameras.
5. Apply basic HTML and a software package to create a web page.
6. Compose and design effective business publications and documents.
7. Develop multimedia presentations (slide show, video, audio, etc.).
8. Design page layout with appropriate proportions, balance, and typography.
9. Demonstrate the ability to use the Internet.
10. Use business graphics and paint, draw, and image-editing programs.
11. Design FBLA documents using effective multimedia publishing skills.
12. Demonstrate employability and social skills relative to the career cluster.
13. Utilize activities of a FBLA as an integral component of course content and leadership development.
14. Apply math, science, and communication skills relative to the career major.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills
- Kentucky Technology Program of Studies
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Microsoft Imagine Academy

Principles of Marketing
Valid Course Code: 080716

Course Description: This course provides a basic foundation for further study in marketing. Students study economic functions at work in the marketplace, marketing functions including purchasing, pricing, and distribution functions. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, and promotion. Both marketing and employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided through DECA activities and competitive events.

Content/Process

Students will

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Identify and determine personal opportunities available within the Marketing program, (through both the course work and DECA) which will allow success during the high school career.
3. Interpret the importance of economic principle and apply the knowledge to real-life scenarios using classroom activities and materials.
4. Analyze the various disciplines in marketing (i.e., purchasing, inventory control, sales, warehousing, distribution, staffing, and customer relations).
5. Apply math and communication skills within the marketing content.
6. Analyze and apply skills associated with communication, human relations, writing and speaking skills through communications in the promotion and salesmanship units.
7. Demonstrate problem-solving and decision-making skills as they apply in economics, personal finance, human relations, distribution, or product service planning.
8. Develop real-life portfolio entries through brochures or advertisement learned in promotion unit.
9. Demonstrate employability and social skills relative to the career cluster.
10. Investigate the various types of risks that impact business activities; categorize the risks as natural, human or economic; and explain methods a business uses to control risks.
11. Interpret the role and characteristics of marketing in three different types of economic systems: capitalism, socialism, and communism.
12. Incorporate activities of DECA as an integral component of course content and leadership development.
13. Develop a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
14. Analyze and apply the role of technology in improving the marketing process.
15. Describe and evaluate a marketing plan for a new or existing business or product line.
16. explain ways to make responsible buying decisions in relations to wants and needs
17. compare products & services based on these factors (e.g., price, quality, availability, comparison shopping) to consider when making consumer decisions
18. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards
- MBA*Research* Knowledge and Skills Statements
- 21st Century Skills
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Principles of Teaching
Valid Course Code: 331020

Course Description: This course provides opportunities for students with an interest in teaching to develop skills, strategies, and techniques used for instruction at various grade levels. Instruction addresses the principles and procedures for promoting the physical, emotional, social, and intellectual development of children, adolescents and developmentally appropriate practices in educational settings. Students will gain work experience in classrooms with certified teachers as part of their course work. Other components include the development of a four-year post-secondary plan, salaries and benefits of a teacher, job security, and future projections of the job market. Leadership

Content/Process

Students will:

1. Develop a lesson plan using strategies/methods taught in class.
2. Teach a lesson using the lesson plan developed by the student.
3. Compile the characteristics of an effective teacher.
4. Trace through time the history of American education.
5. Describe the requirements to become a teacher.
6. Identify the qualities of teacher professionalism and leadership.
7. Explore diversity and its implications in the classroom, including diverse teaching methods.
8. Observe, interact and reflect on teaching and learning in classrooms.
9. Describe how education systems are organized.
10. Define curriculum and identify the forces that influence its development.
11. Analyze different methods used to assess student learning.
12. Identify issues and challenges in education today such as No Child Left Behind, changing family patterns, cultures of schools, etc.
13. Identify career opportunities for educators.
14. Develop a four-year post-secondary plan.
15. Utilize activities of a career and technical student organizations as an integral component of course content and leadership development.
16. Apply math, science and communication skills within technical content.
17. Demonstrate employability and social skills relevant to the career cluster.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills
- Kentucky Occupational Skill Standards Assessment (KOSSA)

Promotional Applications & Media
Valid Course Code: 081512

Course Description: This course is designed to provide students with hands-on applications, of running a school based industry simulated experience. Students will apply basic fundamentals of advertising using digital and print media. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, product/service mgt and promotion. Leadership development will be provided through DECA.

Content/Process

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Demonstrate an understanding of digital media.
3. Utilize digital audio, digital video, the World Wide Web and other technologies that can be used to distribute digital content.
4. Prepare a graphic presentation that describes and gives examples of the elements of the promotional mix.
5. Research the development of internet advertising (e-mails, portal, banner ads) over the past decade.
6. Demonstrate a fundamental knowledge of marketing concepts and promotional media as they relate to a specific business.
7. Analyze the promotional mix of various businesses and make recommendations for media selections.
8. Develop a one-year budget for promotional media based on anticipated sales.
9. Identify misleading or deceptive advertising practices
10. Demonstrate how to select and use appropriate media software to promote products or services.
11. Develop a website for school based enterprise.
12. Create a 15 second video advertising the school based enterprise.
13. Apply advertising fundamentals in developing a print ad for the school newspaper.
14. Produce a slide show from a storyboard using text, graphics and sound with appropriate transition and effects.
15. Analyze how advertising & promotion jobs have changed due to scientific advancement and increase use of technology.
16. Apply math and communications skills needed in the advertising and promotion industry.
17. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the workplace.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- MBA*Research* Knowledge and Skills Statements
- 21st Century Skills
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Web Data Management
Valid Course Code: 070399

Course Description: This course will allow students to use the Oracle Academy curriculum to enhance their knowledge of Data Modeling and SQL programming. Students will use JAVA programming language to write stand-alone programs. Techniques learned during this course will include: code reusability, data encapsulation, dynamically downloadable program units, and platform-independent programs. Applications with databases and web pages will be included. Leadership Development will be provided through FBLA. SUGGESTED PREREQUISITE: Computer and Technology Applications
Content/Process
Students will: 1. Use technology (computer software, Internet) to complete daily projects and assignments. 2. Identify basic JAVA terms, concepts, rules. 3. Practice and apply skills needed to develop Object-Oriented systems. 4. Write stand-alone applications with JAVA programming language. 5. Demonstrate proficiency in creating and utilizing classes, objects, methods and statements that control program flow. 6. Compare various careers in programming and the Information Technology field. 7. Apply math and communication skills with technical content. 8. Demonstrate employability and social skills relative to the career cluster. 9. Utilize activities of FBLA as an integral component of course content and leadership development.
Connections
• Secretary's Commission on Achieving Necessary Skills (SCANS) • National IT Standards (*it*WORKS.OHIO) • National Math Standards Alignment (NCTM) • 21st Century Skills • Kentucky Academic Standards • Kentucky Occupational Skill Standards Assessment (KOSSA) • Microsoft Imagine Academy

Web Page Design
Valid Course Code: 060199

Course Description: Students analyze the structure of the worldwide web, apply basic principles of web documents and HTML, and develop multi-media web pages. Course content will include the understanding of hypertext and web structures. Equipment such as scanners, digital and video cameras, and sound recording devices will be utilized through hands-on instruction. Leadership development will be provided through FBLA.

Prerequisites: Computer and Technology Applications

Content/Process

Students will:
1. Analyze the history and current status of the Internet.
2. Identify concepts and vocabulary associated with the Internet.
3. Demonstrate an awareness of copyright, licensing, and downloading issues.
4. Identify and apply design principles of web page structures.
5. Create HTML documents including tags, files, links, tables, frames, forms, images, and text.
6. Use a software package to create a multimedia web page with dynamic content such as the incorporation of sound files, digital photography, video files, and images into a web page.
7. Identify browser restrictions.
8. Analyze, create, and organize navigational links.
9. Implement CGI and JavaScript programming.
10. Demonstrate Internet etiquette.
11. Explore and evaluate career opportunities in electronic publishing.
12. Observe and practice safety precautions applicable to both classroom and home use of the Internet.
13. Publish web pages to a web server.
14. Formulate a user-friendly file structure for web publishing.

Connections
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills
- Adobe – Dreamweaver
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- KCTCS Course: CIT 155
- Microsoft Imagine Academy

Word Processing
Valid Course Code: 060142

Course Description: This course is designed for students who have already developed proficiency in Exploratory Computers (or its equivalent). The student will spend two to three weeks reviewing the touch system of keying with emphasis on proper technique and developing speed and accuracy. The student will apply techniques for composing, proofreading, editing, word division, capitalization, and punctuation for production of mail able copies of letters, business forms, tables, and reports. In-depth instruction for the generation of desktop publishing documents, spreadsheets, graphics, graphs, charts, and databases through application is a vital part of this course. The student will also research career opportunities in computer-related careers. A computerized workstation with appropriate software is required for each student. Leadership development will be provided through FBLA.

SUGGESTED PREREQUISITE: Computer and Technology Applications

Content/Process

Students will:
1. Demonstrate correct technique in operating the keyboard; use skill building drills to increase accuracy and speed.
2. Apply language rules, proofreader's marks, and reference materials.
3. Apply basic and advanced formatting procedures and manipulate data in the following: letters, reports, tables, spreadsheets, graphics, graphs and charts, and databases.
4. Identify steps in the word processing cycle; and define and use terminology associated with office automation concepts.
5. Create or simulate electronic and telecommunications in the following: voice, data, image, text, and video; and create desktop publishing documents.
6. Compose documents using basic formatting guidelines.
7. Research and analyze career opportunities in computer-related careers.
8. Complete a career portfolio which includes a letter of application, an employment application, a letter of reference, a resume, interviewing techniques, a follow-up letter, and a letter of resignation.
9. Develop good work habits and a work ethic that impacts success at school and in the workplace.
10. Utilize activities of FBLA as an integral component of course content and leadership development.
11. Demonstrate employability and social skills relative to the career cluster.
12. Apply math and communication skills within the technical content.

Connections
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Standards: V-TECS
- Kentucky Academic Standards
- 21st Century Skills
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- KCTCS Course: OST 110
- Microsoft Imagine Academy

**COMPLEMENTARY OR ADVANCED COURSEWORK BEYOND
BUSINESS CAREER PATHWAY(s)**

Introductory courses or upon completion of a pathway, additional coursework to enhance student learning is encouraged. Credits earned in Introductory, Advanced or Complementary Coursework "Beyond the Pathway" *__may NOT be substituted for pathway courses in order to achieve Preparatory or Completer status__*.

- Business & Marketing Career Exploration 060195(Business) / 080710 (Marketing)
- Business Technology 060198
- Career Options
- JAG Courses
- Leadership Dynamics 060196(Business)/080799 (Marketing)

Business and Marketing Career Exploration - 8th & 9th Grade
Valid Course Codes:
060195 Business Education or 080710 Marketing Education

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status*)

Course Description: This course provides students with a survey of skills needed for school-to-work transition. Opportunities to explore the business and marketing career cluster and career paths, to heighten self-awareness, and to develop priorities and career decision-making skills are also provided. A variety of instructional resources, self-assessment instruments, and career interest surveys are included in the updating of the Individual Learning Plan (ILP). Interpersonal skill development and orientation to word processing, computer spreadsheet, and database are included. Leadership development will be provided through FBLA and/or DECA. *(This course is cross referenced with Marketing Education.)*

Content/Process

Students will:

19. Reinforce basic skills in human relations and in both written and oral communication including customer relations.
20. Develop a personal portfolio of careers to explore; research and prepare reports about business and marketing careers.
21. Complete self-assessment surveys to link interests, hobbies, skills, and school subjects to occupations.
22. Complete a career interest survey identifying general likes and dislikes, personal skills, and job values.
23. Complete a job application, compose a resume and a letter of application, and prepare for an interview.
24. Define world of work vocabulary; explain concepts relating to the world of work; and explore the importance of business ethics.
25. Develop and/or update Individual Learning Plans.
26. Develop decision-making, problem-solving, and critical thinking skills to become life-long learners and self-directed individuals.
27. Develop and key a budget using spreadsheet and database software, based upon a desired adult lifestyle.
28. Identify and summarize why people need to work to meet basic needs.
29. Describe what academic skills are needed for a career in the business and marketing cluster.
30. Explain & evaluate resources that can be used for researching job and career information.
31. Describe and explain the importance of good work habits/ethics in the workplace.
32. Explain how jobs/careers have been created as a result of scientific and technological advancements.
33. Identify and explain skills used to seek, obtain, maintain, and change jobs/careers.
34. Apply communication skills within the technical content.
35. Demonstrate employability and social skills relative to the career cluster.
36. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skills Standards (KOSSA)
- MBA*Research* National Standards
- Kentucky Academic Standards
- 21st Century Skills
- Individual Learning Plan – Career Cruising

Business Technology
Valid Course Code: 060198
(May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)

Course Description: This course is designed to be a hands-on exploration of business technologies in the following areas: accounting, finance and credit, business management, marketing, economics, and computer applications. Leadership development will be provided through FBLA.

Content/Process

Students will:

1. Identify basic accounting terminology and concepts.
2. Identify major types of financial institutions and define and explain terms relating to credit and what is involved in financial security and income taxes.
3. Identify and explain basic functions of management; identify criteria used in setting and achieving goals and developing leadership characteristics, and explain and evaluate various management strategies.
4. Explain and analyze basic economic concepts and the role of business and individuals in a free enterprise system.
5. Demonstrate concepts, terminology and uses of word processing software, spreadsheet software and graphs, database software, desktop publishing software, presentation software, electronic communications software, the Internet, and desktop management software.
6. Research careers in business, management, and marketing and develop a personal portfolio of careers.
7. Demonstrate employability and social skills relative to the career cluster.
8. Apply math and communication skills within the technical content.
9. Utilize activities of FBLA as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- MBA*Research* National Standards
- 21st Century Skills
- Kentucky Academic Standards
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Microsoft Imagine Academy

Leadership Dynamics
Valid Course Codes:
060196 Business Education or 080799 Marketing Education
(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course is designed to assist students with developing skills needed to be successful leaders and responsible members of society. The student will develop personal attributes and social skills. Emphasis will be placed on interpersonal skills, team building, communication, personal development and leadership. This course will include opportunities for students to apply their knowledge.

Content/Process

Students will:

1. Develop personal and group goals.
2. Compare the types of leadership styles.
3. Assess the importance of qualified leaders to the success of organizations.
4. Appraise personal characteristics of successful leaders.
5. Develop verbal and non-verbal communication skills to enhance success in school and transition to the work of work.
6. Demonstrate appropriate business/professional etiquette.
7. Demonstrate shared decision making.
8. Develop techniques to resolve conflicts that occur in school, home, community, and workplace (interpersonal team skills).
9. Demonstrate the use of parliamentary procedure skills in presiding over a meeting.
10. Describe how ethical and social behaviors affect our lives.
11. Identify self-management techniques.
12. Identify stress management techniques.
13. Analyze organizational structures and their components (including bylaws, officers, committees, and program of work.)
14. Demonstrate awareness of cultural diversity and equity issues.
15. Analyze leadership opportunities available in the school and community.

Connections

- DECA, FBLA, FFA, FCCLA, HOSA, TSA, Skills USA
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- 21st Century Skills
- Kentucky Academic Standards
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- KCTCS Course: WPP 200